



SATISFACTION GUARANTEED  
OR YOUR MONEY BACK ★  
INDEX STARTS ON PAGE 349  
★ EASY TERMS ON PAGE 353

# Sears 1952 Christmas Book

SEARS, ROEBUCK AND CO., 3625 Truman Road, Kansas City 27, Mo.,

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WishbookWeb.com





**Solid Colors** in Medium point (fused) collar. State neck size and sleeve length.  
 33 N 352—Green    33 N 350—Blue    Each  
 33 N 353—Gray    33 N 351—Tan    \$2.95



**Pin Check** in Med. point (fused) collar with bow tie. State neck size and sleeve length.  
 33 N 331—Blue    33 N 333—Green    Each \$2.95  
 33 N 332—Tan



**Solid Colors** in Widespread (soft) collar. Plastic stays. State neck size, sleeve length.  
 33 N 367—Gray    33 N 366—Green    Each  
 33 N 365—Tan    33 N 364—Blue    \$2.95



**Woven Figure** in Medium point (fused) collar. State neck size and sleeve length.  
 33 N 270—Blue    33 N 272—Green    Each  
 33 N 271—Tan    33 N 273—Gray    \$2.95

## Right as Mistletoe . .

196-thread Whites and Solid Colors . .  
 Long-wearing Fancy, woven patterns

Any shirt on this page **\$2.95** Each Individually boxed

- Permanently lustrous (mercerized) cotton broadcloth—wonderfully smooth, soft—made of combed cotton with long, strong fibers
- Sanforized—maximum fabric shrinkage only 1%
- Comfortable FormEase collar—second to none in good looks. Soft (with plastic stays) or fused styles. Neither style ever needs to be starched.
- Whites have guaranteed-wear collar

- Vat-dyed, washfast, sunfast colors stay fresh and new looking even after many washings
- Natural body taper. Tailored wide at shoulders, tapered in at waist. Full cut for average figure
- 2-piece sleeve placket strengthens a wear point. Usually found only on much higher priced shirts
- Ocean pearl buttons on whites. Button panel front. With deep armholes, sloping shoulders.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17-inch. Shipping weight each 1 pound 3 ounces.

Unless so stated, ties and cuff links shown not included

### MEASURE AND BE SURE

**Neck:** Measure around neck with tape. Number of inches is correct size.

**Sleeves:** Bend elbow. Measure from middle back of neck to wrist. Number of inches is size.

Neck	Sleeves	Neck	Sleeves
14-in.	32, 33 in.	15½, 16	32, 33, 34, 35
14½	32, 33, 34	16½	33, 34, 35
15	32, 33, 34, 35	17	33, 34



**Neat Woven Stripe** in Medium point (fused) collar. State neck size and sleeve length.  
 33 N 250—Blue    33 N 252—Green    Each  
 33 N 251—Tan    33 N 253—Gray    \$2.95



White-shirt collars are made of heavier, longer-wearing fabric than rest of shirt. We guarantee the collar to outwear the shirt. Please state neck size and sleeve length.

- A Short point (fused) collar.**  
 33N354—Button cuffs. . . Each \$2.95
- B Widespread (soft) collar, plastic stays**  
 33N300—French cuffs (require links)  
 33N304—Button cuffs. . . Each \$2.95
- C Medium point (fused) collar.**  
 33N306—French cuffs (require links)  
 33N301—Button cuffs. . . Each \$2.95

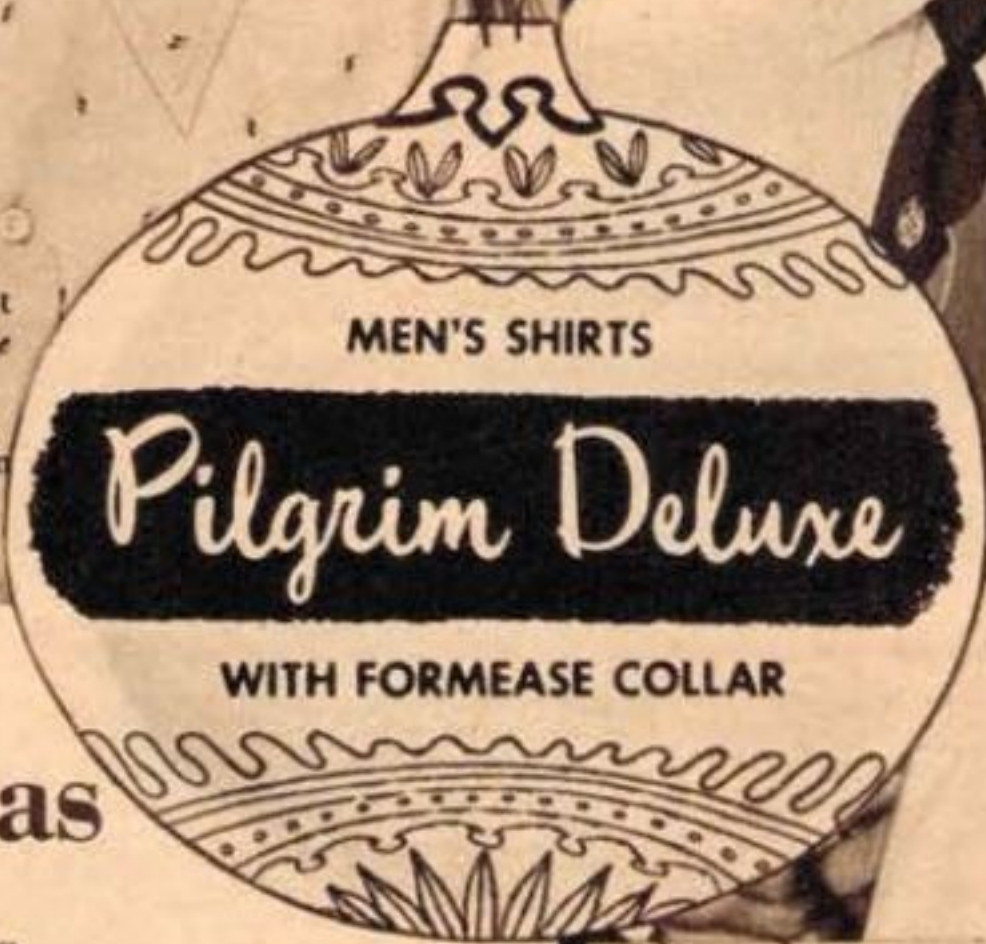






**Solid colors in Medium point (fused) collar. State neck size and sleeve length.**  
 33 N 385G—Blue 33 N 388G—Gray  
 33 N 386G—Tan  
 33 N 387G—Green..... Each \$3.95

**Neat figure in medium point (fused) collar. State neck size and sleeve length. Each \$3.95**  
 33 N 372G—Tan 33 N 371G—Gray  
 33 N 370G—Blue 33 N 373G—Green



## Pilgrim Shirts for Christmas

220-count Whites, Solids, Proportioned lengths



**Tattersal Check in widespread (soft) collar. Please state neck size and sleeve length.**  
 33 N 296G—Tan, green 33 N 297G—Red, gray  
 33 N 295G—Blue Each..... \$3.95

Any shirt on this page

**\$3.95**  
Each

Any 2 for

**\$7.80**

Any 4 for

**\$15.40**

Individually Boxed

### De luxe Shirts have these features

- Luxurious woven through pattern fancy shirts
- Better, more closely woven, longer-wearing cotton broadcloth than in shirts on opposite page. Made with combed yarns—softer, richer, smoother looking. Mercerized for permanent luster. [D] below in cotton pique
- Proportioned body lengths. The longer the sleeve size you order the longer the shirt body will be
- Sanforized. Vat-dyed, washfast, sunfast colors
- FormEase—the most comfortable collar you have ever worn. Soft collar style with plastic stays; and fused styles. Neither ever need to be starched
- Genuine ocean pearl buttons. French (no panel) front except [D] below which has panel front.
- Tapered body; 2-piece sleeve placket. Full roomy cut

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17-inch.  
 Shipping weight each 1 pound 3 ounces.

Unless stated, ties and cuff links not included



Choice of button or French cuffs (require links)



Shirts [A]-[C] have soft collar with plastic stays



White shirts with collars made of heavier, longer-wearing fabric than the rest of the shirt. Collar guaranteed to outwear the shirt. State neck size and sleeve length.

**[A] Widespread (soft) collar.** Stays keep it neat.  
 33 N 396G—White. Regular button cuff style  
 33 N 394G—White. French cuffs (require cuff links)

**[B] Medium point (fused) collar.** America's favorite.  
 33 N 393G—White. Regular button cuff style  
 33 N 395G—White. French cuffs (require cuff links)

**[C] Medium long point (soft) collar.** Stays keep it neat.  
 33 N 397G—White. Regular button cuffs  
 Each \$3.95..... 2 for \$7.80..... 4 for \$15.40

Neck sizes above. For sleeve sizes, and How to Measure, see page opposite



## Gift Specials

**Pilgrim Deluxe Shirts with Accessories as shown**

Individually Boxed **\$3.95**  
Each Set

Any 2 for **\$7.80**  
Any 4 for **\$15.40**

**[D] Smart Round-point (soft) FormEase collar shirt.** Gold colored metal tie bar and cuff links. (Set with colored stone) included. Handsome cotton pique (ribbed) fabric. With proportioned body length; tapered fit; ocean pearl buttons. Panel front. Sanforized. State neck size and sleeve length (page opposite).  
 33 N 288GE—White shirt, tie bar, cuff links. 10c Fed. tax included.  
 Set \$3.95... 2 for \$7.80... 4 for \$15.40

**[E] Handsome Short-point (fused) collar shirt with attractive acetate tie included.** 220-thread cotton broadcloth, combed and mercerized for soft smoothness, luster and wear. Durable fabric collar—guaranteed for the life of the shirt. Please state neck size and sleeve length wanted; choice of tie color, blue, maroon or brown.  
 33 N 294G—White shirt, tie set.  
 Set \$3.95... 2 for \$7.80... 4 for \$15.40



8KMNAMDLG PAGE 3..MEN'S DRESS SHIRTS





33N3901G 33N3902G 33N3903G 33N3904G 33N3905G 33N3906G 33N3907G 33N3908G 33N3909G 33N3910G

PURE SILKS. Wool lined to tie easily. Shpg. wt. ea. 4 oz. State color blue, red, or brown. Boxed. \$1.89 Each 2 for \$3.60 6 for \$10.00

SOLID COLORS . . 97c Ea. Any 2 for \$1.88 6 for \$5.00

#### Initial Acetate Ties

Ties with gold colored metal pin-through initial. Choose any initial except I, O, Q, U, V, X, Y, Z. 4c Federal tax included.



#### Spot-resistant Wools

Four in hand (longs) and bow ties. A New fabric finish makes it easy for you to remove all non-oily spots with a damp cloth.



INITIAL ACETATE LONGS. State color above, except black, print initial. Wt. ea. 4 oz. 33 N 3877GE..... Each 97c

SPOT-RESISTANT ALL WOOL LONGS. Wool-lined for wrinkle resistance. State color, above. 33 N 3880G—Shpg. wt. ea. 4 oz. .... Each 97c

### Luxurious Gifts, but inexpensive

**A** 100% wool Tartan plaids. About 12x48 in. Hand wash separately. State color blue, brown or red plaid. Shipping weight 7 oz. 33 N 3536—Boxed...\$1.49

**B** Solid colors in 100% wool, soft and warm. 12x48 in. Hand wash separately. State color yellow, white, maroon, tan or navy blue. Shipping weight 7 ounces. 33 N 3515—Boxed...\$1.98

**C** Hand-painted white rayon crepe. About 12x49 in. (2 layers of fabric). Hand wash separately. Wt. 6 oz. 33 N 3504—Horse. Boxed. 33 N 3502—Ship 33 N 3505—Dog.....\$1.98

**D** His initial embroidered on white rayon crepe (double fabric). Print any initial (except I, Q, U, V, X, Y, Z), or state crest (shown above). About 12x50 in. Hand wash. Shipping weight 6 oz. 33 N 3528—Boxed...\$1.98

**E** Reversible. 2 fabric thicknesses. 2 colors, one on each side. Acetate and nylon blend. Hand wash separate. State color maroon with gray; navy blue with gray; brown with yellow. 12x48 in. Shipping weight 6 oz. 33 N 3518—Boxed...\$1.98

**F** Matching Muffer and Glove set. 100% wool in solid colors. 12x48 in. Chevron weave muffer; knitted gloves. Hand wash separate. Glove sizes 8, 9, 10. Colors yellow, maroon, tan, navy blue. State color and glove size. Shipping wt. set 10 oz. 1951 Christmas \$3.98. 33N3540—1952 price,\$3.49

**G** Zipper Muffer. 100% worsted wool in handsome plaids. Sure protection for neck and chest. Fabric is doubled; size 5½x46 inches. Hand wash separately. Sizes small (14-14½-inch neck); medium (15-15½); large (16-16½). Colors blue, maroon, brown plaids. Shipping weight 7 oz. State neck size and color. 33 N 3531—Boxed...\$1.98

**H** Acetate and nylon, lustrous and durable. Hand wash. 13x50 in. State color white, gray, or canary yellow. Shipping weight 6 oz. 33 N 3530—Boxed...\$1.98

**J** New 2-fabric. Wool for warmth on one side . . . rayon for smart looks on the other. Hand wash separate. Shpg. wt. 7 oz. State color tan-brown combination, maroon, or navy blue. 33 N 3511—Boxed...\$2.97



33N4031G 33N4032G 33N4033G 33N4034G 33N4035G 33N4036G 33N4037G 33N4038G 33N4039G 33N4040G

ACETATES. Boxed. State color blue, red, brown. Shpg. wt. ea. 4 oz. 97c Each 2 for \$1.88 6 for \$5.00



33N4047G 33N4046G 33N4044G 33N4045G 33N4042G 33N4041G 33N4043G

HAND PAINTS, PRINTED ACETATES. 97c Each 2 for \$1.88 6 for \$5.00

New narrow look. Wool lined. State color blue, red or brown (duck also in maize). Shpg. wt. ea. 4 oz. Boxed.



97c 2 for \$1.88

PURE SILK BOW TIES. Convenient clip-on style—no band, no tying, clips attach to collar. State color red, blue or brown. Shpg. wt. each 4 oz. Boxed.





## OXFORD CLOTH . . the "texture weave"

**Popular Button-Down soft collar.** Made of combed cotton—soft, luxuriously smooth; mercerized for permanent luster. Plain weave. Sanforized—maximum fabric shrinkage 1%. Full roomy Pilgrim tailored; tapered body. Ocean pearl buttons; French (no-panel) front. Strongly seamed. *State neck size and sleeve length (below).*  
33 N 269—White. Button cuffs. Each \$3.95 2 for \$7.80 4 for \$15.40

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17-inch. Sleeve sizes on page 2. Shpg. wt. ea. 1 lb. 3 oz.

## NYLON . . easy to wash . . durable, long wearing

**Medium-long point (soft) collar** with plastic stays. Luxury quality woven nylon with ventilating pores. Made for Sears by a famous shirt maker. Washes easily—dirt stays on the surface—floats out. Can be worn without ironing. Only 1% fabric shrinkage. French front. Ocean pearl buttons. *State neck size, sleeve length (below).*  
33 N 399—White. French cuff style (requires cuff links). Each \$5.95

## PIMA . . our best, longest wear cotton

**New Medium point (fused) collar.** Needs no starching. 2-ply (double-thick) threads for strength. Combed yarns make it extra soft, smooth. Mercerized for luster. Ocean pearl buttons. French (no panel) front. Sanforized—for permanent fit. *State neck size and sleeve length (below).*  
33 N 194—White. Button cuff style  
33 N 196—White. French cuffs (requires links). Each \$4.95 2 for \$9.60

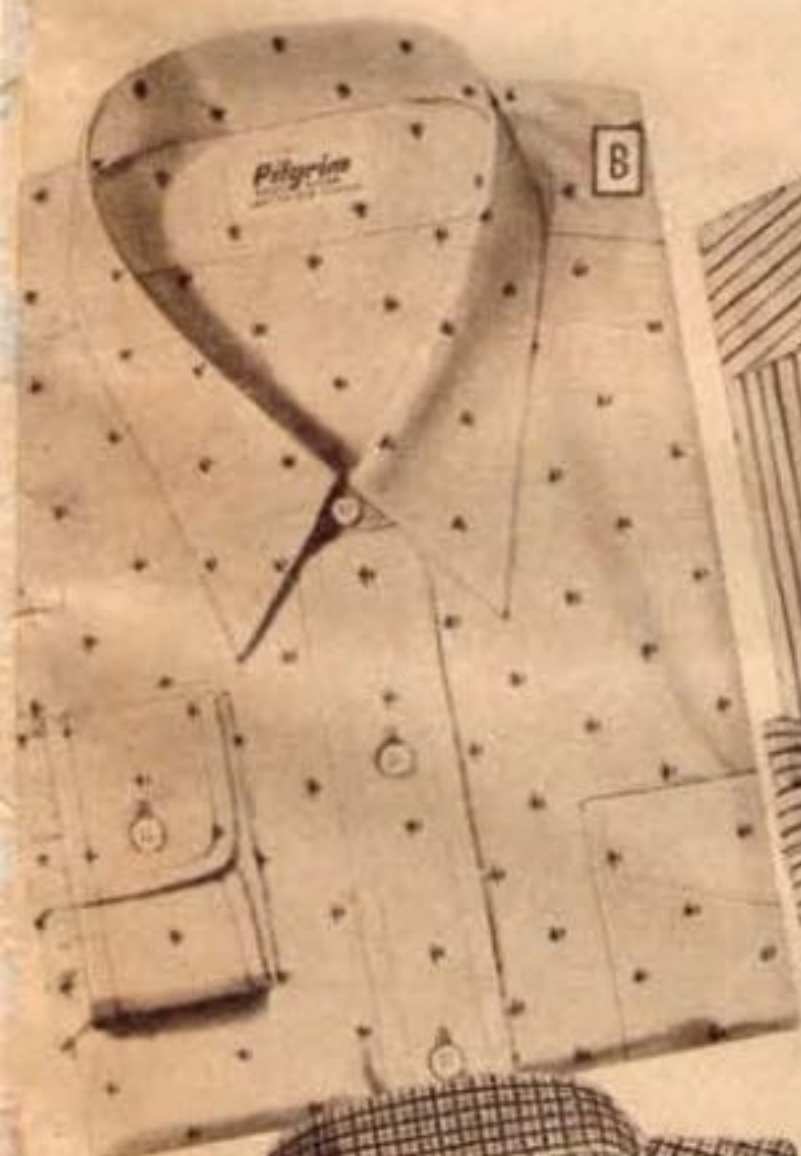
## ORLON\* . . easiest to wash . . stays beautiful

**Medium long-point (soft) collar** with plastic stays to keep the collar neat. Orlon stays beautiful—never gets dingy, is extremely long wearing. Seams won't pucker. Easiest to wash. You can wear it without ironing. Cool, dry and porous, soft and comfortable against the skin. Made for Sears by a famous shirt maker. Maximum fabric shrinkage 1%. French (no panel) front. Ocean pearl buttons. *State neck size and sleeve length (left).*

33 N 222—White. Button cuffs. Ea. \$6.65  
\*DuPont Acrylic fiber. Reg. U.S. Pat. Off.

The No. 1 Man's Gift Every Year

# Pilgrim Dress Shirts



Nylon stays are fused in



## TRU-POINT COLLAR, plus Fashion-right Fall colors

\$1.97 Each 2 for \$3.90 4 for \$7.60

The fused-in Nylon stays keep the collar points from curling. Collar is fused to keep it from wilting . . never needs starching. Lustrous cotton broadcloth, Sanforized for permanent fit. Colors are vat-dyed, washfast. Tailored to fit the way men like them. Closely woven, durable. Shpg. wt. ea. 1 lb. 3 oz. Neck sizes 14, 14½, 15, 15½, 16, 16½, 17-in. Sleeve sizes and How to Measure on page 2.

**A Smart and neat Pincheck.** Please state neck size and sleeve length.  
33 N 140G—Blue check  
33 N 141G—Tan check  
33 N 142G—Green check  
33 N 143G—Gray check

**B Small figure** on solid color. Please state neck size and sleeve length.  
33 N 90G—Blue  
33 N 91G—Tan  
33 N 92G—Green  
33 N 93G—Gray

**C Pin stripes** on solid color. Please state neck size and sleeve length.  
33 N 108G—Blue  
33 N 109G—Tan  
33 N 110G—Green  
33 N 111G—Gray

**D E Rich solid White.** Please state neck size, sleeve length.  
33 N 85G—Blue  
33 N 86G—Tan  
33 N 87G—Green  
33 N 88G—Gray  
33 N 39G—White

Each \$1.97 . . Save by ordering 2 Any 2 for \$3.90 . . Save more by ordering 4 Any 4 for \$7.60

State both neck size and sleeve length. Ties and cuff links not included

DKAMG PAGE 5 . . MEN'S DRESS SHIRTS



# Now.. Pilgrim Long Sleeve

STAY BEAUTIFUL...

YOUR CHOICE

\$4.60 Each

SHIRTS SHOWN ON THIS PAGE DESCRIBED ON OPPOSITE PAGE

Any 2 for \$9.00



Spun rayon gabardine

Shirts above and immediately below are 4-Star feature quality, are available in choice of sleeve sizes (below) Spun rayon challis

THE NEWEST IN SPORT SHIRTS

Miracle Fabric

X-2\* TREATED RAYON



New! Jacket-shirt with shirred elastic waist, tab closing. Wear in or out of trousers



# Sport Shirts of X-2\* Treated Rayon

WEAR TWICE AS LONG..WITH HALF THE CARE



YOUR CHOICE .. ANY X-2\* TREATED RAYON SHIRT ON OPPOSITE PAGE

\$4<sup>60</sup> Each ANY 2 FOR \$9<sup>00</sup>

All "Stay beautiful .. wear twice as long"



Tested! No fading in a machine that imitates the sun



Tested! New looking after 64 washings as a cotton



Tested! Wears twice as long as ordinary untreated rayon

X-2 chemical changes the molecular structure of rayon. It locks in the crisp colors; preserves the smooth lustrous finish. By protecting the fibers from abrasive and chemical laden dirt, it adds wear. X-2 treated rayon retains its fabric body, life, and sparkle to the very end.

".. With Half the Care."



Machine wash it just like you do your cottons. Washfast.



Absorbs less moisture; dries faster, irons in one stroke



Wrinkle-resistant. Fibers retain their liveliness

- Only 2% fabric shrinkage regardless of the number of times or the way it is washed
- Washfast, Sunfast colors. Dirt cannot penetrate the fibers, floats out in washing
- Perspiration-odor-resistant; mildew-resistant. Wrinkles "hang-out" as in a wool shirt.

HERE'S THE PROOF



A commercial laundry washed it as a white cotton\*\* 16 times. After the test the X-2 treated rayon side not only showed no signs of wear, but actually was as fresh and new looking as the day it was made.

\*\* Water temperature 180°, strong soap and bleach



## 4-STAR FEATURE SHIRTS

Fits neck sizes 14 to 18½ .. sleeve lengths 32 to 36 inches

Tailored, detailed like shirts selling for much, much more

- 2-way sport collar with special lining that finds the fold line. Smarter looking with a tie, makes ironing easier
- Rayon satin lined yoke. Pleated back for freedom in action
- Bellows pleated pockets, military flaps; pleated sleeves
- 2-button adjustable cuffs with diamond point detailing
- Cut full and roomy the way men like them. In-or-out bottom
- Securely anchored ocean pearl buttons; reinforced backing

Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½); XX large (18-18½). Sleeve sizes below.

- [A-K] EXCLUSIVE AT SEARS. X-2 treated spun rayon gabardine. Washfast colors. Max. fabric shrinkage 2%. Shpg. wt. each 1 lb. 7 oz. State neck size, sleeve length, see size scale below.
- |                             |                           |
|-----------------------------|---------------------------|
| [A] 33 N 6944G—Forest green | [G] 33N6938G—Pearl gray   |
| [B] 33 N 6943G—Rust         | [H] 33N6940G—Medium green |
| [C] 33 N 6936G—Gold color   | [J] 33N6941G—Maroon       |
| [D] 33 N 6939G—Brick red    | [K] 33N6942G—Navy blue    |
| [E] 33 N 6937G—Light blue   |                           |
| [F] 33 N 6935G—Tan          |                           |
- Any 2 for \$9.00 Each \$4.60

[L-W] EXCLUSIVE WITH SEARS. Solid color rayon challis. "Gaucha" widespread collar. Hand stitched collar, pockets. White ocean pearl buttons. Washfast. 2% fabric shrinkage. Shpg. wt. each 1 lb. 6 oz. State neck size and sleeve length, scale below.

- |                             |                           |
|-----------------------------|---------------------------|
| [L] 33 N 6928G—Wine red     | [T] 33 N 6931G—Lime green |
| [M] 33 N 6927G—Med. green   | [V] 33 N 6926G—Pearl gray |
| [N] 33 N 6924G—Light blue   | [W] 33 N 6930G—Rust       |
| [P] 33 N 6925G—Tan          |                           |
| [R] 33 N 6929G—Forest green |                           |
- Any 2 for \$9.00 Each \$4.60

Sleeve sizes (for shirts above only)

Neck size	Sleeve sizes	Neck size	Sleeve sizes
Small	32, 33 inches	Extra large	33, 34, 35, 36
Medium	32,33,34,35,36	XX large	33, 34, 35, 36
Large	33, 34, 35, 36		

## WOVEN CHECKS, PLAIDS

of X-2 treated spun rayon

[X]-[HH] Lucky is the man who is gifted with one of these plaids or checks. They keep their sparkling good looks, the resilient fiber life through countless washings and they never shrink out of size. Look at these quality details.

- 2 pockets with rounded pocket flaps
  - Round tailored cuffs; shirred back, sleeves
  - Matching color anchored durable plastic buttons
  - Stitchless 2-way sport collar. Hemmed bottom
  - Washfast, sunfast colors. Maximum fabric shrinkage 2%. Wrinkles actually "hang out" as in wool shirts. Shpg. wt. ea. 1 lb. 3 oz.
- Sizes small (14-14½-in. neck) medium (15-15½); large (16-16½); extra large (17-17½).
- |                                   |            |
|-----------------------------------|------------|
| [X] 33 N 6915G—Red combination    |            |
| [Y] 33 N 6912G—Brown combination  |            |
| [AA] 33 N 6919G—Blue and white    |            |
| [BB] 33 N 6918G—Brown and white   |            |
| [CC] 33 N 6910G—Red combination   |            |
| [DD] 33 N 6914G—Brown combination | State size |
| [EE] 33 N 6911G—Blue combination  | (above).   |
| [FF] 33 N 6917G—Green combination | Ea. \$4.60 |
| [GG] 33 N 6913G—Blue combination  | Any 2 for  |
| [HH] 33 N 6916G—Gray combination  | \$9.00     |

### HOW TO MEASURE FOR SPORT SHIRTS

Neck size. Measure around neck with tape measure. Number of inches is neck size. Order small if neck measures 14 to 14½ inches; medium (if 15-15½); large (16-16½); extra large (17-17½); XX large (18-18½). Sleeve size (only for 4-Star shirts at left). Bend elbow. Measure from middle back of neck over shoulder and elbow to wrist. Number of inches is sleeve length.

## SOLID COLOR CORDS

of X-2 treated spun rayon

[JJ]-[MM] Only Sears has this solid color fabric. All the X-2 features described above.

- Handsome short point "Gaucha" collar to wear open or closed. Ocean pearl buttons
  - 2-button adjustable cuffs with diamond point tailoring. Pockets with pointed flaps
  - Pleated sleeves and back; square bottom
  - Washfast, sunfast colors. Maximum fabric shrinkage 2%. Shpg. wt. ea. 1 lb. 7 oz.
- Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½).
- |                               |             |
|-------------------------------|-------------|
| [JJ] 33 N 6923G—Electric blue | State size  |
| [KK] 33 N 6922G—Cinnamon tan  | (above).    |
| [LL] 33 N 6920G—Wine red      | Each \$4.60 |
| [MM] 33 N 6921G—Forest green  | 2 for 9.00  |

## NEW JACKET STYLE

of X-2 treated spun rayon

[NN]-[RR] It's new with solid color gabardine back, neck, sleeves and panel front; and a check plaid front. Shirred elastic waist has tab closing. Wear in or out; widespread sport collar open or closed. 2-button adjustable cuffs.

- Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). Shpg. wt. ea. 1 lb. 8 oz. Washfast, sunfast colors. Maximum fabric shrinkage only 2%.
- |   |                          |
|---|--------------------------|
| [NN] 33 N 6986G—Green plaid; dk. green trim |                          |
| [PP] 33 N 6984G—Red-gray plaid; maroon trim |                          |
| [RR] 33 N 6985G—Blue plaid; navy blue trim  |                          |
| State size above.                           | Each \$4.60 2 for \$9.00 |

\*Trade Mark Don River Mills for Rayon fabrics and textile treating chemicals

SBKMN PAGE 7 .. MEN'S SPORT SHIRTS



**A** With initial. Rayon and acetate gabardine. Choice of 8 colors shown at top of page. 4% fabric shrinkage. . . . Each **\$2.95**

SPORT SHIRTS WITH

**R** His Initial

2 FABRICS . . 8 COLORS

**B** With initial. "Teca" acetate and rayon shirts. Choice of all 8 colors shown at top of page. 2 to 3% fabric shrinkage. . . . Each **\$2.95**

**C-E** Small block pattern in rayon and acetate. . . . Each **\$2.95**

**F-H** Bakers check in rayon and acetate. . . . Each **\$2.95**

**J-L** Woven block pattern in rayon and acetate. . . . Each **\$2.95**

**Give him a solid color, or handsome plaid, and make this . .**

**M-R** Pin-point check in rayon and acetate. . . . Each **\$3.95**

**T-X** Cord rib in rayon, acetate and cotton blend. . . . Each **\$3.95**

**Y-CC** Solid color acetate and nylon crepe blend. . . . Each **\$3.95**

8 . . SEARS, ROEBUCK AND CO. BKMN



This for sure . . . every man wants more

# Pilgrim Sport Shirts..

In time for Christmas

Priced \$1.79 to \$3.95

He will find 365 day-a-year wear from these gifts. The latest men's colors, the latest fabrics and patterns and the famous Pilgrim fit that men prefer

Long sleeves. Rich, durable rayons, cottons

Shirts described here  
shown on opposite page

\$2.95  
Each

Individually  
boxed

Ladies! All you need is his neck size. Order small (14-14½-inch neck); medium (15-15½); large (16-16½); extra large (17-17½). Measuring instructions below.

**[A]** Rayon and acetate gabardine—with gold color metal initial. Long wearing fabric, with rich, luxurious feel. 2-way sport collar; in or out square bottoms; matching color buttons; rounded pocket flaps. Hand wash. Max. fabric shrinkage 4%. Shpg. wt. 1 lb. 6 oz. *State size, print any initial except I, O, Q, U, V, X, Y, Z.* 4c Federal tax included.  
33 N 6965E—Light blue  
33 N 6966E—Tan  
33 N 6967E—Pearl gray  
33 N 6968E—Forest green  
33 N 6969E—Maroon  
33 N 6970E—Navy blue  
33 N 6971E—Bright red  
33 N 6972E—Kelly green

Each  
\$2.95

**[B]** "Teca" acetate and rayon—with gold color metal initial. Luxuriously smooth plain weave fabric lustrous and hardy. 2-way sport collar; square in or out bottom; matching color plastic buttons; tailored rounded pocket flaps. Hand wash. Maximum fabric shrinkage 2 to 3%. *State size (above), print any initial except I, O, Q, U, V, X, Y, Z.* Shpg. wt. 1 lb. 3 oz. 4c Fed. tax. included.  
33 N 6959E—Navy blue  
33 N 6957E—Maroon  
33 N 6958E—Forest green  
33 N 6960E—Lt. blue  
33 N 6961E—Pearl gray  
33 N 6962E—Tan  
33 N 6963E—Kelly green  
33 N 6964E—Bright red

Each  
\$2.95

**[C-E]** Small block pattern in sanforized cotton twill—maximum fabric shrinkage 1%. Vat-dyed washfast colors. Medium weight, soft and comfortable. 2-way sport collar; in-or-out bottom; rounded pocket flaps and cuffs. Gathered back and sleeves. Durable plastic buttons. Shpg. wt. 1 lb. *Please state size, above.*  
**[C]** 33 N 630—Red and black  
**[D]** 33 N 631—Yellow and black  
**[E]** 33 N 632—Brown, black

Each  
\$2.95

**[F-H]** Bakers Check in Sanforized cotton twill—maximum fabric shrinkage 1%. Vat-dyed washfast colors. Soft fabric, medium weight in a luxurious weave. Round tailored pocket flaps; cuffs. Sport collar; square bottom; gathered sleeve and back. Shipping weight 1 pound. *State size (above).*  
**[F]** 33 N 642—Black on white  
**[G]** 33 N 643—Maroon on gray  
**[H]** 33 N 644—Black on gold

Each  
\$2.95

**[J-L]** Woven block pattern in sanforized cotton gingham—maximum fabric shrinkage 1%. Handsome washfast colors. Perfect shirting fabric; crisp, lustrous, tightly woven, and long wearing. 2-way sport collar; square in or out bottom. Round tailored pocket flaps, cuffs. Shpg. wt. 14 oz. *State size (above).*  
**[J]** 33 N 601—2-tone green  
**[K]** 33 N 600—Red and gray  
**[L]** 33 N 602—2-tone blue

Each  
\$2.95

his most wonderful Christmas, ever

Shirts shown on  
opposite page

\$3.95  
Each

Any 2 for  
\$7.80

Individually  
boxed

Ladies! His neck size is stamped on the inside of the collar of his dress shirt. Sizes small (14-14½); med. (15-15½); large (16-16½); extra large (17-17½).

**[M-R]** Pin-point check in rayon and acetate. Luxuriously soft with good body, drape and very durable. "Gauche" wide-spread collar; square bottom. Ocean pearl buttons. Pointed pocket flaps and cuffs. 2 button adjustable cuffs. 3% fabric shrinkage. Shpg. wt. 1 lb. 4 oz. Hand wash separate. *State size.*  
**[M]** 33N575G—Wine red  
**[N]** 33N576G—Brown  
**[P]** 33N574G—Green  
**[R]** 33N577G—Salmon red  
Each \$3.95 2 for \$7.80

**[T-X]** Cord ribbed fabric in rayon, acetate and cotton. Fabric combines strength, good drape in qualities with softness and long wear. Wide-spread "gauche" collar; square bottom. Rounded pocket flaps and cuffs. Genuine ocean pearl buttons. 3% fabric shrinkage. Hand wash separate. Shpg. wt. 1 lb. 4 oz. *Please state size, above.*  
**[T]** 33N572G—Gold color  
**[V]** 33N570G—Med. blue  
**[W]** 33N571G—Green  
**[X]** 33N573G—Red  
Each \$3.95 2 for \$7.80

**[Y-CC]** Solid colors in Acetate and Nylon crepe. Soft, lustrous with unusual durability due to nylon. Widespread "gauche" collar; square bottom. Pointed pocket flaps and cuffs. Ocean pearl buttons; 2-button adjustable cuffs. 2% fabric shrinkage. Shpg. wt. 1 lb. 2 oz. *State size.*  
**[Y]** 33N587G—Green  
**[BB]** 33N586G—Wine red  
**[AA]** 33N585G—White  
**[CC]** 33N588G—Lt. blue  
Each \$3.95 2 for \$7.80



**[DD]** Lustrous acetate crepe in 4 colors and white. Each.....\$1.79

**[EE]** Cotton broadcloth in 4 light shades and white. Each.....\$1.97



## Thrifty Acetates

**[DD]** He can wear acetate crepe the year around. Handsome solid colors. 2 pockets; round-tailored flaps. Sport collar; square in or out bottom. A luxuriously soft comfortable fabric. Maximum fabric shrinkage 3%. Hand washable. Shpg. wt. ea. 1 lb. *Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). See Measuring, below, at left.*  
33 N 691—White  
33 N 692—Light blue  
33 N 693—Light tan  
33 N 694—Light green  
33 N 695—Pearl gray

\$1.79  
Each

2 for \$3.50

1951 Fall \$1.95

1952 Price

Each 2 for

\$1.79 \$3.50

## Cotton Broadcloths

**[EE]** Lustrous solid colors in crisp cotton broadcloth. Long-wearing fabric is mercerized. Colors are vat-dyed, washfast. Sport collar; square hemmed bottom. 2 pockets; durable plastic buttons. Long sleeves. Shpg. wt. ea. 1 lb. Sanforized—maximum fabric shrinkage 1%. *Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½). See How to Measure, below, at left.*  
33 N 732—White  
33 N 733—Light tan  
33 N 734—Light blue  
33 N 735—Light green  
33 N 736—Light gray

\$1.97  
Each

2 for

\$3.80

State size.

Each

\$1.97

2 for

\$3.80

## Assorted patterns . . . that's why the low price

**[FF]** Expensive better cottons and rayons in broken pattern assortments, but in choice of his favorite colors. Handsome plaids and other patterns. All have long sleeves; 2-way sport collars; hemmed square bottoms; durable plastic buttons, and 2 pockets. Sanforized cottons—maximum fabric shrinkage 1%; vat-dyed, washfast colors. Rayons with 3% maximum fabric shrinkage; hand washable. Shpg. wt. 1 lb. *Sizes small (14-14½-in. neck); medium (15-15½); medium large (16-16½); large (17-17½).*  
33 N 1981—Medium blue  
33 N 1982—Tan and brown  
33 N 1983—Medium green  
Please state size.....Each \$1.79 2 for \$3.50

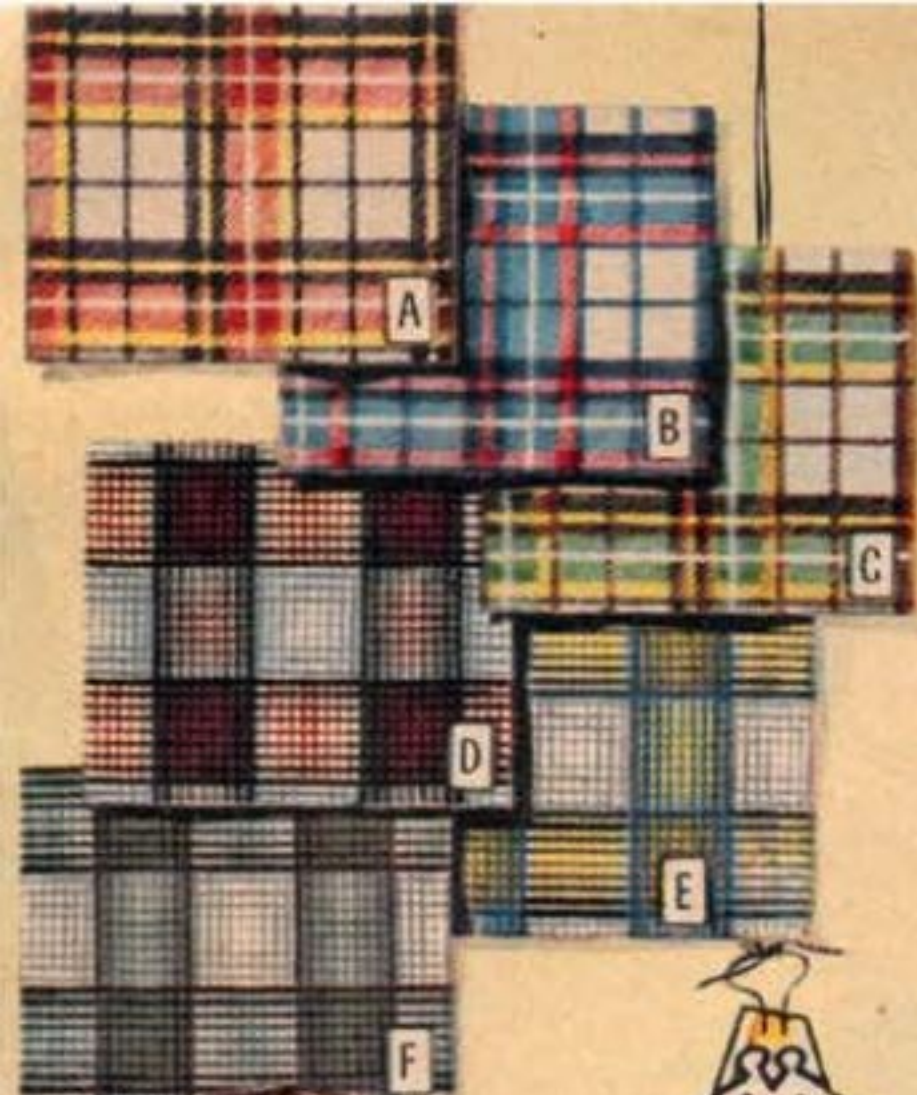
You can do all your Christmas shopping from this catalog. You can do it in the comfort of your own home, unhurried and not bothered by crowds.

More Sport Shirts on following pages.

BKMN PAGE 9.. SPORT SHIRTS

**HOW TO MEASURE.** Measure around neck with tape. Number of inches is size. If between sizes order next larger size.





YOUR CHOICE  
OF 9 SHIRTS

**\$2.29**  
Each

## Felt-smooth Sueded Cotton, Sport Style

**Plaid Prints.** Handsome gifts and so low priced! Medium weight sueded cotton flannel, densely napped, and extra smooth. Plaid patterns show up brilliantly. Sanforized—maximum shrinkage 1%. Sport styled—2 way collar; square bottom. 2 pockets; double yoke; matching plastic buttons. Shipping weight each 11 ounces.

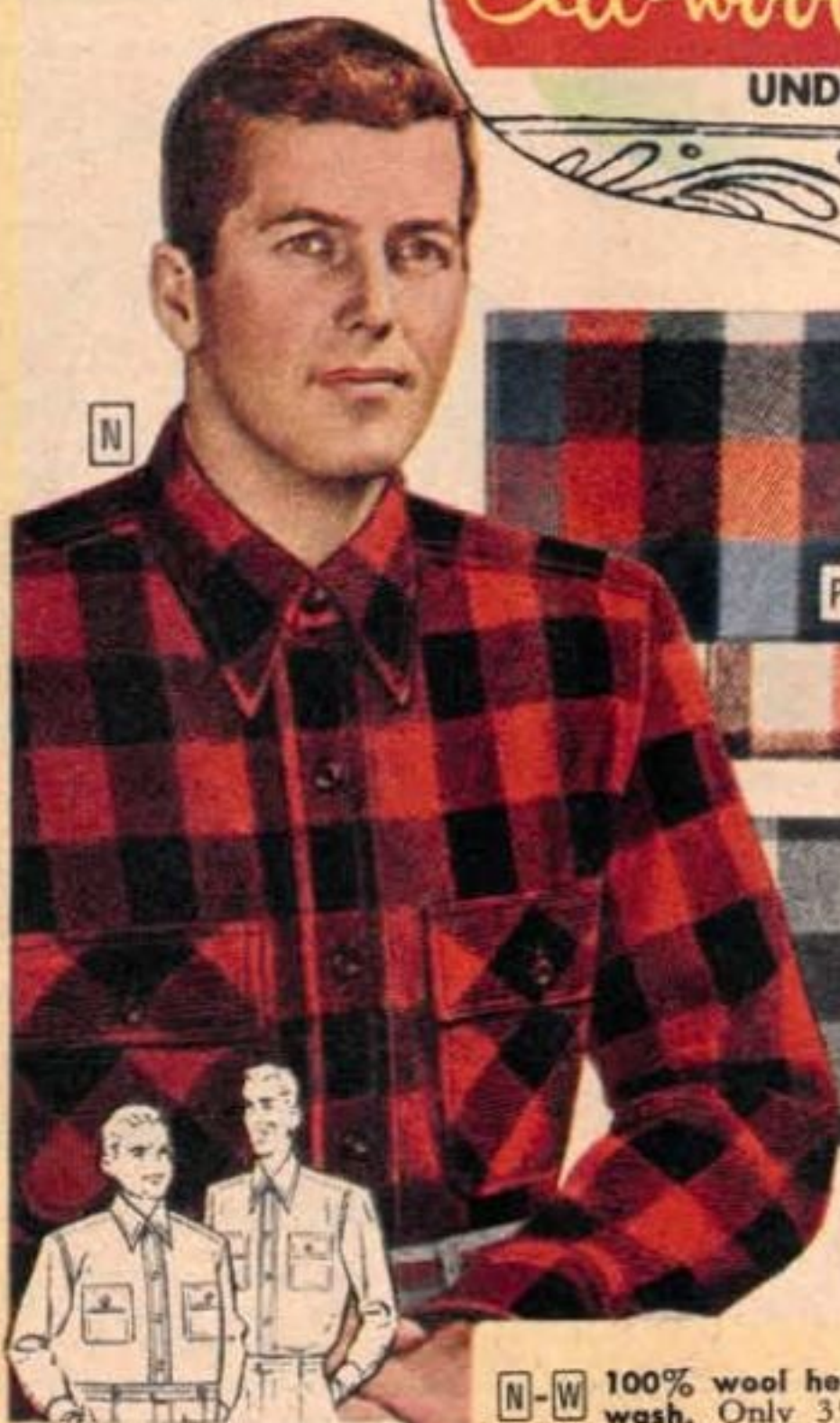
**[A-C] Washfast.** Flaps on pockets. **\$2.29**  
Each  
Sizes small (14-14½-inch neck); medium (15-15½); medium large (16-16½); large (17-17½). Please state size.  
[A] 33 N 1500G—Red Each \$2.29  
[B] 33 N 1501G—Blue Any 2 for  
[C] 33 N 1502G—Green \$4.44

**[D-J] Washable separately.** With plain pockets. **\$2.29**  
Each  
Sizes small (14-14½-inch neck); medium (15-15½); large (16-16½). Please state size.  
[D] 33 N 6490G—Red Each \$2.29  
[E] 33 N 6491G—Gold color Any 2 for  
[F] 33 N 6492G—Green \$4.44  
[G] 33 N 6493G—Red  
[H] 33 N 6494G—Gold color  
[J] 33 N 6495G—Green

10 .. SEARS, ROEBUCK AND CO. 2K



**[K-M] 55% wool; 45% rayon.**  
Sport style.... **\$4.95**



Extra large, extra long below 1951 Fall prices

PUT WARM PILGRIM  
**All-wools, Part-wools**  
UNDER HIS TREE!

**[N-W] 100% wool heavyweight you can wash.** Only 3% fabric shrinkage. Long shirttails. 1951 Christmas \$6.95. 1952 price, regular size.... **\$6.69**

**[K-M] 55% pure wool; 45% rayon, check.** **\$4.95**  
Each  
Soft, lustrous, strong and warm. Sport collar; square bottom; adjustable 2-button cuffs. Hand wash. Shpg. wt. 1 lb. 10 oz. State neck size.  
[K] 33 N 1680—Maroon and black  
[L] 33 N 1679—Blue and brown  
[M] 33 N 1678—Green and black Each \$4.95

**[N-W] Heavyweight all wool Buffalo Plaids.** **\$6.69**  
Each  
Quilted rayon lined dress collar; shirttails. Full cut; strong seams. Wash separate. 3% fabric shrink. Shipping wt. 1 lb. 10 oz. Reg. sizes 14½, 15, 15½, 16, 16½, 17-in. neck.  
Regular sizes  
[N] 33 N 1617—Red, black  
[V] 33 N 1619—Black, white  
[P] 33 N 1621—Blue plaid  
[W] 33 N 1618—Green, black Please state size.  
[R] 33 N 1620—Red, black, white 1951 Christmas \$6.95  
[T] 33 N 1622—Green plaid 1952 price..... **\$6.69**

**Extra long body, sleeves**  
[N] 33 N 1624—State neck size 14½, 15, 15½, 16, 16½, 17-inches. Red and black.... **\$6.98**

**Extra large body, neck.**  
[N] 33 N 1614—State neck size 17½, 18, 18½, 19, 20 inches. Red and black.... **\$6.98**



**[X-BB] All wool.**  
2 styles... **\$6.69**

**[CC-EE] 55% wool; 45% rayon.**  
Sport tailored. Each. **\$4.95**



**[DD-EE] 100% wool heavyweight you can wash.** Only 3% fabric shrinkage. Long shirttails. 1951 Christmas \$6.95. 1952 price, regular size.... **\$6.69**

## Medium Heavy and Heavyweight Fabrics . . . Our Warmest!

**[X-BB] Solid color 100% wool. 2 styles—Sport or Dress tailored.** Full rayon satin lined collar and yoke; Matching plastic buttons. Full, roomy cut; strongly seamed. Hand wash separate. Shpg. wt. 1 lb. 10 oz. See How to Measure, page opposite. **\$6.69**  
Each

**Sport tailored** with stitchless 2-way collar; square hemmed bottom; 2-button adjustable cuffs; dressy no-panel front. Sizes small (14-14½-inch neck); medium (15-15½); large (16-16½); extra large (17-17½). Please state size.

[X] 33 N 1676—Medium blue [AA] 33 N 1675—Pine green  
[Y] 33 N 1674—Scarlet red [BB] 33 N 1677—Wine. \$6.69

**Dress tailored** with stand-up dress collar; long shirttails; panel front; single stitched seams, collar; single button cuffs. Sizes 14½, 15, 15½, 16, 16½, 17-in. neck. State size.

[X] 33 N 1671—Medium blue [AA] 33 N 1672—Pine green  
[Y] 33 N 1673—Scarlet red [BB] 33 N 1670—Wine. \$6.69

**[CC-EE] Sport styled Plaids.** 55% pure virgin wool; 45% soft lustrous rayon. **\$4.95**  
Each  
2-way collar; square bottom; 2-button adjustable cuffs; no panel front. Shpg. wt. 1 lb. 10 oz. Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). Hand wash. See Measuring page opposite.  
[CC] 33 N 1609—Blue plaid [EE] 33 N 1611—Yellow plaid  
[DD] 33 N 1610—Red plaid State size..... Each \$4.95





**P-CC** Button front style in washfast corduroy. Have full sport styling. Each.....\$4.90

**D-F** Scottish Plaids. Pointed cuff detail, bellows pockets. Same quality Christmas 1951 \$6.45 1952 price each.....\$5.95

BRIGHT SURPRISES

**Corduroy Sport Shirts**

FOR LEISURE-LOVERS

**A-C** Smart new Tattersall print. Has all details of fine Pilgrim sport tailoring. Each.....\$5.95



**G-N** Neat Solid Colors. Have full sport styling. Christmas 1951 \$4.98... 1952 price each.....\$3.98

### PILGRIM CORDUROY'S .. Rugged, good-looking

**A-C** Tattersall Pattern... \$5.95 Each new, and destined to be a favorite! Has 2-way sport collar you wear casually open, or buttoned up for dress. Square in-or-out sport bottom. 2-button adjustable cuffs. Colors are hand washable separately. Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra-large (17-17½). Measuring at right below. Shpg. wt. 1 lb. 8 oz. State size.  
[A] 33 N 1430—Red  
[B] 33 N 1431—Blue  
[C] 33 N 1432—Green

**G-N** Solid Colors. 16-rib pinwale corduroy with 2-way sport collar, square in-or-out bottom. Yoke lined with smooth iridescent pre-shrunk rayon (maximum fabric shrinkage 2%) for comfort. Hand wash separately. Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½). Shpg. wt. 1 lb. 8 oz.  
[G] 33N1538—Scarlet  
[H] 33N1537—Kelly green  
[J] 33N1540—Maroon  
[K] 33N1541—Gray  
[L] 33N1533—Cinnamon  
[M] 33N1539—Yellow  
[N] 33N1542—Dk. green  
Please state size.  
Christmas 1951 \$4.98  
1952 price.....\$3.98

**D-F** Scottish Plaid Print... \$5.95 Each "Roderick Dhu" pattern. Has the 2-way sport collar worn open for sport wear, closed for dress. Square in-or-out sport style bottom. Colors are hand washable separately. Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra-large (17-17½). Shipping weight each 1 lb. 8 oz. State size.  
[D] 33 N 1416—Maroon, gray  
[E] 33 N 1417—Black, white  
[F] 33 N 1415—Green, black  
Christmas 1951 \$6.45... 1952 price \$5.95

#### HOW TO FIND HIS SIZE

All you need is his neck size, which can be found near the label in almost any of his sport or dress shirts. Or if you wish to measure, place tape around neck. Number of inches is correct size. If in between sizes, order the larger size.



Zipper front style with snug Durene® knit cotton bottom. Same quality Christmas 1951 \$5.98... 1952 price each... \$4.90



**4-STAR Feature Shirts..**

**NOW Vat-Dyed Washfast Colors**

- Vat-dyed colors are washfast
- Choice of button or zipper styles
- Preshrunk, 2 to 3% fabric shrinkage

**\$4.90** Either Style Each

**P-CC** Button Front Style. Washfast. Have neat stitchless semi-wide-spread collars; 2 pockets with flaps. Matching ocean pearl buttons; 2-button adjustable cuffs. Yokes are lined with vat-dyed rayon satin lining for next-to-skin comfort. Square sport-style bottoms. We don't believe you can buy a finer corduroy shirt at anywhere near this low price! Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra-large (17-17½). How to Measure below (at left). Shipping weight 1 lb. 8 oz. Please be sure to state size.

[P] 33N1578—Cinnamon (red-brown)  
[R] 33N1573—Kelly (brt.) green  
[T] 33N1577—Flame (red)  
[V] 33N1579—Gold color  
[W] 33N1576—Special (dk.) green  
[X] 33N1571—Jasmine (yellow)  
[Y] 33N1572—French (lt.) blue  
[AA] 33N1570—Suede (tan)  
[BB] 33N1574—Mist (lt.) green  
[CC] 33N1575—Maroon  
Each.....\$4.90

**Zipper Style.** Like shirt above, but has zipper front, knit Durene® cotton bottom. Shipping weight 1 lb. 8 oz. State size (above).

[P] 33N6458—Cinnamon (red-brown)  
[T] 33N6459—Flame (red)  
[W] 33N6456—Special (dk.) green  
[Y] 33N6457—French (lt.) blue  
[CC] 33N6455—Maroon  
Same quality Christmas 1951 \$5.98  
1952 price.....\$4.90

\* Reg. U.S. Pat. Off.

SEE PAGE 11 .. CORDUROY SHIRTS





## Sanforized Cotton Flannel SPORT SHIRTS

Sizes: small (14-14½-in. neck); med. (15-15½); large (16-16½); Measuring below.

**Broad Stripe Plaid.** Medium heavy cotton flannel. 2-way collar, square bottom. Hand washable. Maximum fabric shrinkage 1%. Wt. ea. 11 oz. *State size (above).*  
**33N6484G—Red** **33N6486G—Blue**  
**33N6485G—Brown** Ea. \$1.98 2 for \$3.84

**\$1.98**  
Each

**Narrow Stripe Plaid.** Medium heavy cotton flannel. Full sport styling. Hand wash separately. Maximum fabric shrinkage 1%. Shipping wt. ea. 11 oz. *State size (above).*  
**33N6487G—Blue** **33N6489G—Green**  
**33N6488G—Red** Ea. \$1.98 2 for \$3.84

**\$1.98**  
Each



## Cotton Flannel UTILITY SHIRTS

Sizes: 14½, 15, 15½, 16, 16½, 17-inch neck. See How to Measure below (right).

**Medium Heavyweight, Solid Colors.** Neckband style collar, long tails. 2 pockets. Double stitched main seams. Washable separately. Shpg. wt. each 1 lb. 8 oz. *State size (above).*  
**33 N 1464G—Gray** Each \$1.69  
**33 N 1465G—Navy blue** 3 for 5.00

**\$1.69**  
Each

**Medium-weight Plaid.** Utility styled with neckband collar, long tails. Hand washable. Shpg. wt. each 1 lb. 8 oz. *State size (above).*  
**33 N 1436G—Red** **33 N 1437G—Blue** Each \$1.69  
**33 N 1438G—Green** 3 for 5.00

**\$1.69**  
Each

## Sanforized Woven COTTON FLANNELS



### Bold Stripe Plaid

**\$1.98** **Utility Style Plaids.** Medium heavy cotton flannel. Sanforized—maximum fabric shrinkage 1%. Neckband collar, long tails. Hand washable separately. Sizes 14½, 15, 15½, 16, 16½, 17-inch neck. See Measuring Instructions at right (below). Shipping weight each 1 pound 2 ounces. *Please state size wanted.*  
**33N6520G—Blue, red**  
**33N6521G—Brown, green** Each \$1.98  
**33N6522G—Red, blue** 2 for 3.84

### Narrow Stripe Plaid

**\$1.98** **Utility Style Medium Heavy-weight Cotton Flannel.** Have neckband style collar, long tuck-in shirt tails. Sanforized to retain fit—maximum fabric shrinkage 1%. Colors are hand washable separately. Sizes 14½, 15, 15½, 16, 16½, 17-inch neck. Shpg. wt. each 1 lb. 2 oz. *State size.*  
**33N6523G—Green, brown**  
**33N6524G—Maroon, blue** Each \$1.98  
**33N6525G—Blue, red** 2 for 3.84

## Pilgrim HEAVYWEIGHT COTTON FLANNELS

Pilgrim Quality . . . Sanforized

- Expert, careful Pilgrim tailoring evident in every detail of construction
- Smart herringbone patterns woven into warm, heavyweight flannel
- Sport styled with 2-button adjustable cuffs, two-way collars
- Pleated backs give "slack" for real freedom of action
- Have handsome, durable smoke gray plastic buttons



## A 4-STAR Feature Gift

. . . which means you can give so much for so little!

Any 4-Star Feature Shirt shown at right **\$2.95** Each

**A-M 4-Star Features.** 2 pockets with flaps, square bottom. Washable; Sanforized—max. fabric shrinkage 1%. *State size.* small (14-14½-in. neck); medium (15-15½); large (16-16½); extra-large (17-17½). Shipping weight each 1 lb.

<b>Buffalo Check</b>	<b>Overplaid Pattern</b>	<b>Multicolor</b>
<b>[A]</b> 33 N 1506—Red	<b>[D]</b> 33 N 1581—Gray	<b>[G]</b> 33 N 1566—Blue
<b>[B]</b> 33 N 1507—Blue	<b>[E]</b> 33 N 1582—Green	<b>[H]</b> 33 N 1567—Green
<b>[C]</b> 33 N 1508—Brown	<b>[F]</b> 33 N 1583—Brown	<b>[J]</b> 33 N 1568—Brown
<b>Clan Plaid</b>	<b>[L]</b> 33 N 1514—Black and white	Each
<b>[K]</b> 33 N 1513—Red and green	<b>[M]</b> 33 N 1515—Red and black	<b>\$2.95</b>

## SUEDED COTTONS AND FLANNELS

Fine Pilgrim Tailoring . . . all Sanforized

SHIRTS DESCRIBED BELOW ARE ILLUSTRATED ON OPPOSITE PAGE

Sizes for shirts described below: 14½, 15, 15½, 16, 16½, 17-inch neck. See How to Measure below. Measure and be sure of good fit.

**N-R Heavyweight Cotton Flannel.** Warm fabric, napped on both sides. Bright multicolor pattern. Has neckband style collar, long tails. 2 pockets. Matching plastic buttons; double fabric shoulder yoke. Sanforized—maximum fabric shrinkage 1%. Colors hand washable separately. Shipping weight each 1 lb. 8 oz. *State size (above).*  
**[N]** 33 N 6469—Blue plaid  
**[P]** 33 N 6470—Green plaid  
**[R]** 33 N 6471—Red plaid

**\$2.95**  
Each

**T-X Sueded Cotton.** Solid color shirts in medium heavy fabric, closely napped on outside. Neckband collar, long tails, 2 pockets. Double fabric shoulder yoke. Sanforized—maximum fabric shrinkage 1%. Washable separately. Shpg. wt. each 14 oz. See How to Measure below. *State size (above).*  
**[T]** 33 N 1413—Maroon  
**[V]** 33 N 1414—Dark green  
**[W]** 33 N 1407—Scarlet  
**[X]** 33 N 1406—Bright green

**\$2.95**  
Each

**Y-BB Heavyweight Cotton Flannel.** Available in regular and "extra" sizes. Fine quality cotton flannel is napped on both sides. Has utility styling: neckband collar, long tuck-in shirt tails. 2 pockets. Matching plastic buttons. Double fabric shoulder yoke. Sanforized—maximum fabric shrinkage 1%. Colors are washable separately. Shipping weight each 1 pound 8 ounces. *Regular sizes. State size (above).*  
**[Y]** 33 N 6461—Blue plaid  
**[AA]** 33 N 6462—Green plaid  
**[BB]** 33 N 6460—Red plaid

**\$2.95**  
Each

**Extra Large Sizes** 17½, 18, 18½, 19, 20-inch neck. Fuller proportioned throughout. Shpg. wt. each 2 lbs. Measuring below. *Please state size.*  
**[Y]** 33 N 1489—Blue plaid  
**[BB]** 33 N 1488—Red plaid

Each  
\$3.29

**Extra Long Sizes** for 6 footers! 14½, 15, 15½, 16, 16½, 17, 17½-in. neck. Longer proportioned throughout. Shpg. wt. each 2 lbs. *Please state size.*  
**[Y]** 33 N 1491—Blue plaid  
**[BB]** 33 N 1490—Red plaid

Each  
\$3.29

**CC-EE Medium-heavy Cotton Flannel.** Buffalo check pattern. Fabric is napped on both sides for added warmth. Utility style with neckband collar, long tuck-in shirt tails. Sanforized for permanent fit—maximum fabric shrinkage 1%. Colors washable separately. Shipping weight each 1 pound 2 ounces. *Please state size (above).*  
**[CC]** 33 N 1422G—Black and white  
**[DD]** 33 N 1423G—Green and white  
**[EE]** 33 N 1421G—Red and black

**\$2.29**  
Each

**FF-JJ Sueded Cotton.** Medium-heavy fabric densely napped. Houndstooth print. Neckband collar, long tails. Sanforized, washfast. Shpg. wt. each 14 oz. *State size (above).*  
**[FF]** 33 N 1466G—Red, black  
**[GG]** 33 N 1467G—Green, black  
**[HH]** 33 N 1479G—Black, white  
**[JJ]** 33 N 1477G—Blue, black

**\$2.29**  
Each

**KK-MM Extra-heavy Cotton Flannel..Our Best!** Double-napped woven plaid pattern. Utility styled. Sanforized—max. fabric shrinkage 1%. Wash separately. Shpg. wt. ea. 1 lb. 10 oz. *State size (above).*  
**[KK]** 33 N 6477—Red plaid Ea. \$3.49  
**[LL]** 33 N 6475—Blue plaid 2 for  
**[MM]** 33 N 6476—Green plaid \$6.70

**\$3.49**  
Each

**IT'S EASY TO FIND HIS SIZE!** All you need is his neck size, which can be found near the label (or on the tail) of almost any sport or dress shirt. Or if you wish to measure: Place tape around neck. Number of inches is size. If in between sizes, order the larger size.





4-STAR FEATURE

## Cotton Flannel Sport Shirts

SANFORIZED

A-M 4-Star Feature cotton flannels. Heavyweight fabric, new woven herringbone patterns. Each . . . \$2.95



ALL SHIRTS ON THIS PAGE ARE DESCRIBED ON OPPOSITE PAGE



N-R Heavyweight woven cotton flannel. Ea. . . \$2.95



T-X Medium heavy sueded cotton; close-napped. Ea. \$2.95



Y-BB Heavyweight cotton flannel. Comes in regular, extra large, extra long sizes. Regular sizes each . . . \$2.95

SANFORIZED

## Cotton Flannels, Sueded Cottons

"DRESS" STYLE



CC-EE Men's cotton flannel. Christmas 1951. \$2.50, 1952 price each . . . \$2.29



FF-JJ Men's Sueded cotton. Christmas 1951. \$2.50, 1952 price each . . . \$2.29



KK-MM Extra-heavy cotton flannel, woven plaids. Each, \$3.49





Also  
extra  
large  
sizes

## ALL WOOL CLASSIC SWEATER COATS

### S-p-r-i-n-g-y rib knit . . two warm weights

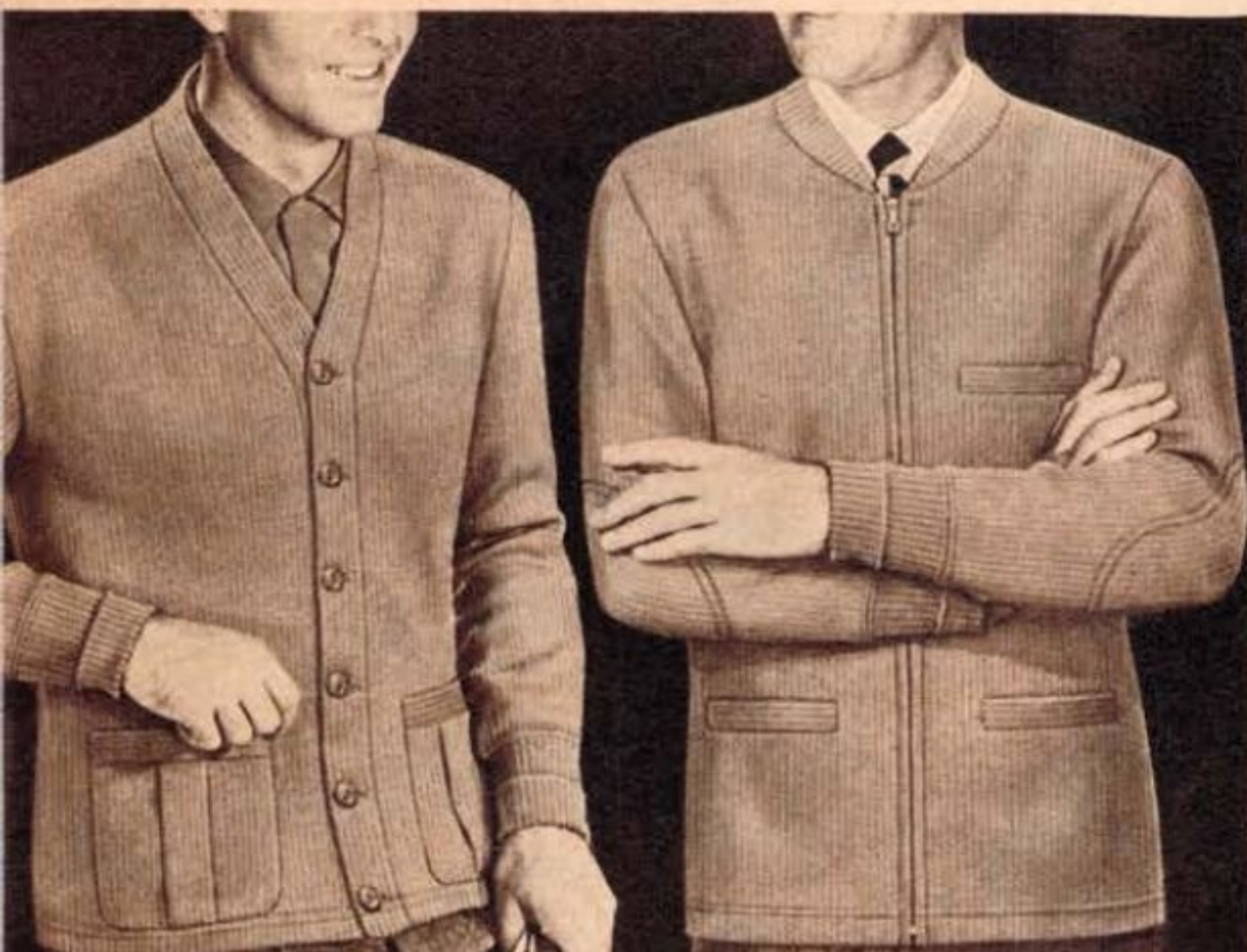
- Tough nylon sewn buttons, buttonholes
- Double fabric thickness at each elbow
- Handsome rib knit gives freedom of action . . always regains its original shape
- 100% virgin wool worsted for good warmth, and long wear; ribbed cuffs
- Strong self fabric taped neck and shoulder seams. Hand wash separately.
- Strong, no-sag pockets are bar-tacked
- Sized full the way men like them

**Medium weight 6-button coat.**  
Shpg. wt. 1 lb. 4 oz. *Sizes 36, 38, 40, 42, 44, 46-in. chest.*  
33 N 2030—Brown heather *State size*  
33 N 2031—Oxford gray  
33 N 2032—Navy blue *Each \$4.98*

**Heavyweight 6-button coat.**  
Shpg. wt. 1 lb. 8 oz. *Sizes 36, 38, 40, 42, 44, 46-in. chest.*  
33 N 2039—Brown heather *State size*  
33 N 2040—Oxford gray  
33 N 2041—Navy blue *Each \$5.98*

**Zipper front, medium weight.**  
Shpg. wt. 1 lb. 4 oz. *Sizes 36, 38, 40, 42, 44, 46-in. chest.*  
33 N 2033—Brown heather *State size*  
33 N 2034—Oxford gray  
33 N 2035—Navy blue *Each \$5.49*

**Extra-large size 48, 50, 52-in. chest. Button coat; med. weight.**  
Wt. 1 lb. 7 oz. *State size.*  
33N2036—Brown heather, 1951 Fall \$6.17  
33N2037—Oxford gray 1952 price  
33N2038—Navy blue *Each \$5.98*



### 100% Wool Interlock knits . . hold their shape

**Coat sweater.** All wool worsted for warmth and strength; interlock knit for dressy appearance. 2 box-pleated pockets; hemmed bottom; tape reinforced neck, shoulder seams. Shpg. wt. 1 lb. 3 oz. Wash separate. *Sizes 36, 38, 40, 42, 44, 46-in. chest. Please state size.*  
33 N 2013—Silver gray  
33 N 2012—Camel tan  
33 N 2014—Maroon *Each \$5.95*

**Improved Leisure Coat.** 100% wool worsted and tightly twisted. Double-thick elbows; full length zipper closure. Neck-hugging short collar. Chest pocket; 2 waist pockets. Shpg. wt. 1 lb. 6 oz. Hand wash separate. *Sizes 36, 38, 40, 42, 44, 46-in. chest. See Measuring at right. Please state size.*  
33 N 2016—Maroon (1951 Christmas  
33 N 2015—Silver gray \$7.79) 1952 price  
33 N 2017—Navy blue *Each \$6.95*

14 . . SEARS, ROEBUCK AND CO. SKMNAMDLG

Order regularly and get  
your catalogs regularly

SWEATERS DESCRIBED BELOW, SHOWN ON OPPOSITE PAGE



## PILGRIM YEAR 'ROUND

# Sweaters

The wools cost you less this Fall than last  
Luxurious and warm, ideal to play or relax in

### 100% wool solid color baby shaker knit

**A Our Best . . is long fibered 100% Australian zephyr wool.** Light in weight yet wonderfully warm and comfortable, known for extremely long wear. Springy worsted yarns yet luxuriously soft. Sturdy, reinforced neck and shoulder seams. Generously sized. For best results hand wash separately.

**Coat style.** Knit-on rib cuffs and bottom; set-in pockets. Matching color buttons. *State size 36, 38, 40, 42, 44, 46-in. chest. Shpg. wt. 1 lb. 3 oz.*  
33N2070—Camel tan  
33N2072—Gray  
33N2071—Medium blue  
33N2075—Navy blue  
33N2076—Maroon  
(1951 Christmas \$9.80)  
1952 price... Each \$7.95

**Long-sleeve pullover.** Rib trim at neck; knit-on rib cuffs, bottom. *State size 36, 38, 40, 42, 44, 46-in. chest. Shpg. wt. 1 lb.*  
33N2066—Maroon  
33N2065—Navy blue  
33N2060—Camel tan  
33N2061—Medium blue  
33N2067—Dark green  
33N2063—Gray  
(1951 Christmas \$6.98)  
1952 price... Each \$5.95

**Sleeveless.** Rib bottom; *State size small (34-36 in. chest) medium (38-40); large (42-44). Shipping weight 12 oz.*  
33N2045—Camel tan  
33N2046—Medium blue  
33N2048—Gray  
33N2051—Navy blue  
33N2053—Dk. green  
33N2052—Maroon  
(1951 Christmas \$4.29)  
1952 price... Each \$3.95

**B 100% wool worsted. 2-ply tightly twisted yarns** for body and greater strength. Lightweight yet wonderfully warm as only a sweater can be. Generously sized throughout. Tape reinforced neck and shoulder seams. Colors stay fresh and new looking. Hand wash separately.

**Coat style.** Knit-on rib cuffs; hemmed bottom. Set-in pockets. *State size 36, 38, 40, 42, 44, 46-in. chest. Wt. 1 lb. 4 oz.*  
33 N 2285—Royal blue  
33 N 2284—Camel tan  
33 N 2286—Maroon  
33 N 2287—Gray  
(1951 Christmas \$6.98)  
1952 price... Each \$5.95

**Long-sleeve pullover.** Rib cuffs, bottom. *State size 36, 38, 40, 42, 44, 46-in. chest. Wt. 1 lb.*  
33 N 2289—Camel tan  
33 N 2290—Royal blue  
33 N 2291—Maroon  
33 N 2292—Maize  
33 N 2293—Gray  
(1951 Christmas \$4.98)  
1952 price... Each \$4.85

**Sleeveless.** Rib bottom. *State size small (34-36-in. chest) medium (38-40); large (42-44). Wt. 12 oz.*  
33 N 2295—Camel tan  
33 N 2296—Royal blue  
33 N 2297—Maroon  
33 N 2298—Maize  
33 N 2299—Gray  
(1951 Christmas \$2.98)  
1952 price... Each \$2.85

### Jerkins, handsome thrifty gifts

**Shoulder freedom makes them perfect for sportswear,** comfortable to relax in. Contrasting color front and back. Front is woven acetate and rayon, fully lined; back is handsome cotton knit. Shpg. wt. 12 oz. *Sizes small (34-36-inch chest); medium (38-40); large (42-44). Dry clean. State size.*

**C Springy rib knit waist.** Solid contrasting colors front and back. Chest pocket has tab closing. Shpg. wt. 12 oz. *State size.*  
33 N 2198—Navy blue  
33 N 2197—Maroon  
33 N 2199—Tan  
Each.....\$2.79

**D New houndstooth pattern fabric front.** 2 set-in waist pockets. Neat, hemmed, waist. Shpg. wt. 12 oz. *State size.*  
33N2200—Blue  
33N2201—Brown  
Each.....\$2.95

**E Free hemmed bottom.** Solid contrasting colors front and back. 2 waist pockets. Shpg. wt. 12 oz. *State size.*  
33 N 2194—Tan  
33 N 2195—Navy blue  
33 N 2196—Gray  
Each.....\$2.79

### Cable Pattern 100% wool worsted

**F 100% wool for warmth, worsted for good long wear,** handsome cable pattern knit for smart good looks . . 4 styles including smart vest style. Tailored the way men like them for playing or relaxing. Warm, soft, lightweight as only a wool sweater can be. Rayon taped neck and shoulder seams. Hand wash separately.

**2-pocket vest.** Rib trim at armholes and bottom. *State size small (34-36-in. chest); medium (38-40); large (42-44). Wt. 12 oz.*  
33 N 2152—Gray  
33 N 2150—Camel tan  
33 N 2153—Green  
33 N 2172—Blue  
(1951 Christmas \$5.98)  
1952 price... Each \$4.95

**Long sleeve pullover.** Rib knit bottom, cuffs. *State size small (34-36 in. chest); medium (38-40); large (42-44). Wt. 1 lb.*  
33 N 2146—Camel tan  
33 N 2148—Gray  
33 N 2149—Green  
33 N 2173—Blue  
(1951 Christmas \$6.98)  
1952 price... Each \$5.95

**Sleeveless pullover.** Ribbed bottom. *State size small (34-36-in. chest); medium (38-40); large (42-44). Wt. 12 oz.*  
33 N 2142—Camel tan  
33 N 2144—Gray  
33 N 2145—Green  
33 N 2171—Blue  
(1951 Christmas \$4.96)  
1952 price... Each \$3.95

**Cable pattern 6-button coat.** Knit-on rib bottom and cuffs. 2 waist pockets. *Sizes 36, 38, 40, 42, 44, 46-inch chest. Shpg. wt. 1 lb. 4 oz. Please state size.*  
33 N 2155—Gray  
33 N 2154—Camel tan  
33 N 2156—Green  
1951 Christmas \$8.98  
1952 price... Each \$6.95

### Pilgrim 100% wool "Award" Coat, with letter

**G Warm sweater coat of heavy weight all-wool worsted,** in baby shaker knit. Sleeves have snug rib-knit cuffs. Bottom is hemmed. Generously sized, tailored the way men like them. Gold color press-on felt initial (all initials except X). Hand wash separately. *Sizes 36, 38, 40, 42, 44, 46-in. chest. State size, print initial (any except X). Shipping weight 1 pound 8 ounces.*

33 N 2024—Maroon  
33 N 2021—Kelly green  
33 N 2025—Gray  
33 N 2023—Royal blue  
33 N 2026—White  
33 N 2022—Jockey red  
Each \$7.95

**Ladies! All you need is his chest size** (it's the same as his suit size). If you want to measure, measure his chest over shirt, placing the tape well up under his arms and over his shoulder blades in back. Number of inches is size. If between sizes, order the next larger size.



**Dark green**

**Navy blue**

**Maroon**

**Medium blue**

**Gray**

**Camel tan**

**A**

**PILGRIM LUXURIOUS WARM**

**100% Wool Sweaters**

**BABY SHAKER KNITS**

**Camel tan**

**Maize (yellow)**

**Maroon**

**Gray**

**Royal blue**

**B**

**Our Best . . . 100% Australian Zephyr Wool . . . below 1951 Fall prices. Choice of three comfortable styles**

Coat style	Long-sleeve Pullover	Sleeveless Pullover
\$7.95	\$5.95	\$3.95

**100% wool worsted . . . 2-ply strong yarns . . . below 1951 Fall prices. Choice of three comfortable styles**

Long-sleeve Pullover	Sleeveless Pullover	Coat style
\$4.85	\$2.85	\$5.95

SWEATERS SHOWN HERE DESCRIBED ON OPPOSITE PAGE

**PILGRIM JERKINS, perfect to relax in, with shoulder freedom for active sports**

**C** \$2.79

**Navy blue**

**Maroon**

**Tan**

**D** \$2.95

**Brown and tan**

**Navy blue**

**E** \$2.79

**Gray**

**Navy blue**

**Tan and brown**

**F 100% WOOL CABLE PATTERN**  
All at less than 1951 Fall Prices



**4 Comfortable styles including popular new vest**

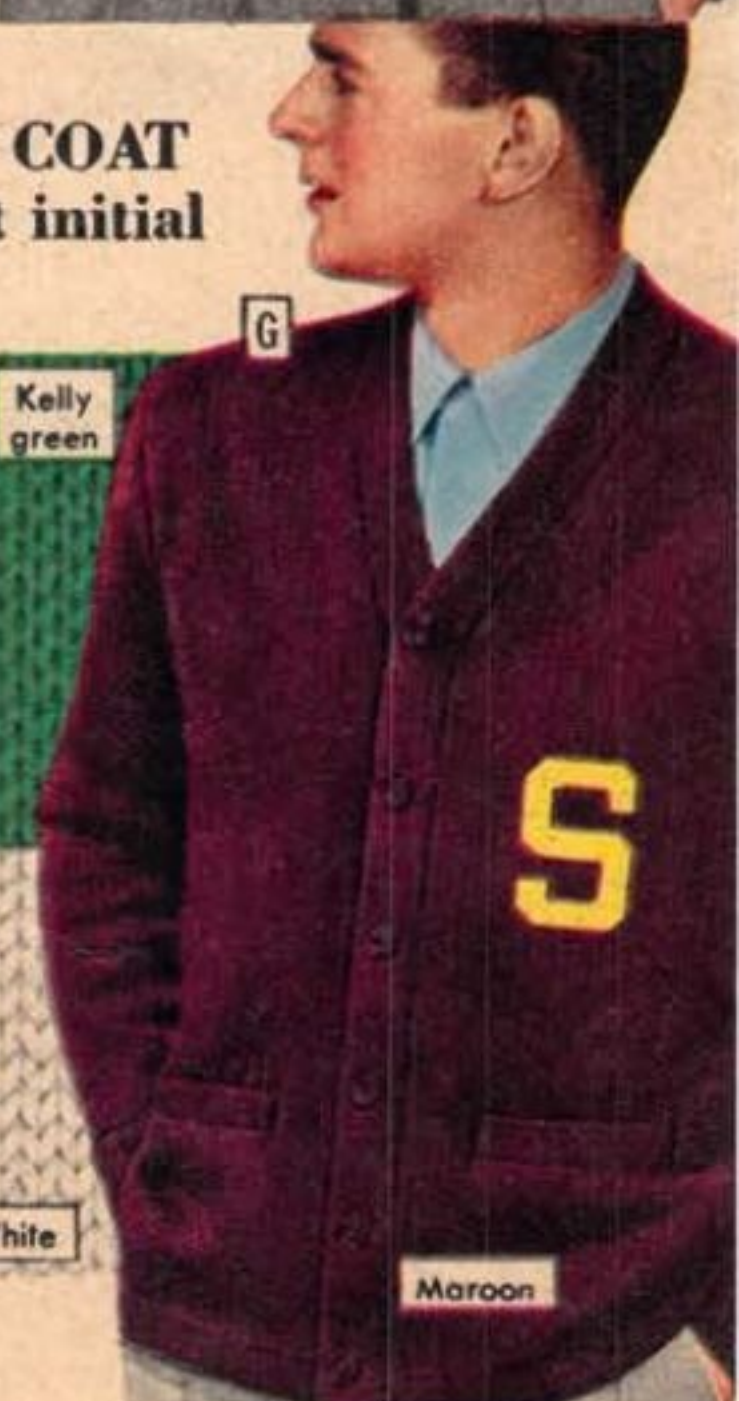
Vest style	Long-sleeve Pullover	Sleeveless Pullover	Coat style
\$4.95	\$5.95	\$3.95	\$6.95



**"WOOL AWARD" COAT**  
Complete with felt initial



Coat and choice of initial Ea. \$7.95



Gifts for all on your list in this catalog SKMNAMDLG 15 . . SWEATERS





# Pilgrim Pajamas

PAJAMAS DESCRIBED BELOW SHOWN ON OPPOSITE PAGE

## ALL HAVE 3-WAY BETTER FIT

- Natural sloping shoulders—more comfortable than square cut
- Sleeves set in at natural angle—no bunching under arms
- Natural U-shaped crotch—more comfortable than V-shaped

Except (5) all have nylon reinforced crotch for added wear

### Knit-top, Slack Suit

**(5) Brand new, the style men are asking for. \$3.97**  
For lounging, sleeping. Suit  
Shirt is flat knit of smooth combed cotton. Sport collar can be worn open or closed. Rib-knit cuffs. Pocket; hemmed bottom. Slacks are styled like dress trousers. Handsome Glen plaid pattern in durable cotton broadcloth. Waist has "breathe-easy" elastic insert in back; adjustable tab front with 2 Gripper Fasteners. Dress trouser fly conceals 2 Gripper fasteners. Slacks Sanforized, washfast. Knit top hand washable separately. Shpg. wt. suit 1 lb. 2 oz.  
Men's sizes A, B, C, D (see below).  
33 N 1084G—Navy shirt; blue slacks  
33N1085G—Maroon shirt; gray slacks  
State size. Suit \$3.97 2 for \$7.78

### New Lounger Pajamas

**(6) For men who love to relax. Perfect for tele-viewing, lounging and \$4.95**  
being comfortable about the house. Sturdy long-wearing cotton broadcloth. Sanforized for permanent fit. New mandarin pattern top with contrasting color trim; solid color trousers. Fly tailored like dress trousers. Extra long coat has 2 waist pockets and fringed sash. Waistband has "breathe-easy" elastic inserts at sides; adjustable tie back; Gripper waist and fly closings. Sleeve and trouser cuffs. Nylon fabric reinforced crotch. Colors are washfast. Shpg. wt. suit 1 lb. 1 oz.  
Men's sizes A, B, C, D (see below).  
33N1121G—Red top; navy trousers  
33N1120G—Blue top; navy trousers  
State size. Suit \$4.95 2 for \$9.70

## GOOD . . Sanforized Broadcloths, Flannelette

**Sturdy cotton broadcloth pajamas. Look at the big values at this small price. \$2.95**  
• Smart patterns in washable colors . . maximum fabric shrinkage only 1%.  
• Choice of notch collar coat style or middy coat (pullover style).  
• 3-way better fit (1) Natural sloping shoulders; (2) Sleeve set in at natural angle—no bunching under arms or across chest; (3) Natural U-shaped crotch—more comfortable than V-shape.  
• Coat pocket; sleeve cuffs; durable plastic buttons. Careful workmanship. Strong seams.  
• Drawstring can't pull out—securely stitched to back. Convenient Gripper fastener on fly.  
Sizes A, B, C, D. Be sure of fit—See How to Measure at bottom of page.

<b>(1) Neat stripe. Shipping weight suit 1 lb. 13 oz.</b>	<b>(2) Solid colors; piping. Wt. suit 1 lb. 13 oz.</b>	<b>(3) Allover Pattern. Shpg. weight suit 1 lb. 13 oz.</b>
<b>Middy (pullover) style</b> 33 N 906—Blue 33 N 907—Maroon	<b>Notch collar coat style</b> 33 N 900—Medium blue 33 N 901—Medium gray	<b>Notch collar coat style</b> 33 N 908—Blue 33 N 909—Maroon
<b>Notch collar coat style</b> 33 N 904—Blue 33 N 905—Maroon	<b>Middy (pullover) style</b> 33 N 902—Medium blue 33 N 903—Medium gray	<b>Middy (pullover) style</b> 33 N 910—Blue 33 N 911—Maroon
State size. . . . . Suit \$2.95	State size. . . . . Suit \$2.95	State size. . . . . Suit \$2.95

**(4) Cotton Flannelette. Medium heavyweight. 3-color stripe pattern woven through. \$2.95**  
3-way better fit: (1) Natural sloping shoulders; (2) Sleeve set in at natural angle—no bunching of material under arms or across chest; (3) Natural U-shaped crotch—more comfortable than V shape. Drawstring waist. Coat pocket; sleeve cuffs. Sanforized for permanent fit—maximum fabric shrinkage 1%. Washable. How to Measure below. Shpg. wt. suit 1 lb. 2 oz.  
Men's sizes A, B, C, D. State size.  
33 N 1181—Notch collar coat style  
33 N 1182—Middy (pullover suit) . . . \$2.95



### OUR BETTER Broadcloth

**Better, stronger cotton broadcloth. \$3.97**  
Nylon reinforced crotch. Elastic inserts tie in back. Gripper fastener waist and fly closings. 3-way better fit features (above). Sanforized; washfast. State size A, B, C, D. Shpg. wt. suit 15 oz.  
**Notch collar coat Middy (pullover)**  
33N1024G—Med. blue 33N1027G—Med. blue  
33N1025G—Med. gray 33N1028G—Med. gray  
33N1026G—New tan. Suit \$3.97 2 for \$7.78

### Satin stripe Acetate

**New pattern in smooth, lustrous acetate. Handsomely tailored with lined collar and lapels; pointed sleeve cuffs. Elastic inserts at waist sides; Gripper fastener front and fly closing. 3-way Better Fit features above. Resists wrinkles. Hand wash. State men's size A, B, C, D (chart at right). \$4.95**  
33N1055G—Royal blue Shpg. wt. suit 14 oz.  
33N1056G—Maroon Suit \$4.95 2 for \$9.70

### OUR BETTER Cotton Broadcloth Pajamas

**More comfortable, longer wearing than pajamas at left. All features above plus "Breathe easy" elastic inserts at sides; adjustable tie in back. \$3.97**  
Nylon fabric reinforced crotch for longer wear. Dress-trouser fly conceals 2 Gripper fasteners. Gripper fastener front closing. Sleeve and leg cuffs; plastic buttons. Sanforized for permanent fit. Maximum Fabric Shrinkage 1%. Washfast.  
**(7) New Snowflake Stripe pattern Shpg. wt. suit 15 oz.**  
33 N 1077G—Blue—coat style  
33 N 1078G—Gray—coat style  
33 N 1079G—Blue—middy (pullover)  
33 N 1080G—Gray—middy (pullover)  
**(8) New Allover pattern; piping. Shipping weight suit 15 ounces.**  
33 N 1082G—Blue—coat style  
33 N 1083G—Green—coat style  
State size A, B, C, D.  
Suit \$3.97 . . . . . Any 2 for \$7.78

### OUR BEST . . Deluxe tailored Broadcloths

**Smooth, extra closely woven cotton broadcloth, extremely durable. Comfortable waistband with "breathe-easy" elastic insert at back; adjustable tab front closing with 2 Gripper fasteners. Nylon fabric reinforced crotch. Dress-trouser tailored fly with extra flap that conceals 2 Gripper fasteners. Pointed sleeve cuffs; leg cuffs. Extra strong buttons. Sanforized. Washfast colors. Shipping weight suit 1 pound. \$4.95**  
**(9) Solid colors; contrasting piping**  
33 N 1116G—Blue—coat style  
33 N 1117G—Gray—coat style  
State size A, B, C, D. (see below) . . . . . Suit \$4.95 Any 2 for \$9.70  
**(10) Smoke Stripe. New this season**  
33 N 1118G—Blue—coat style  
33 N 1119G—Maroon—coat style

### Warm, Heavyweight Cotton Flannelettes

**Neat bright patterns on crisp white backgrounds. All features at top of page plus: "breathe-easy" elastic section woven into back of drawstring. Sturdy Gripper fastener on fly. Sleeve, leg cuffs. Plastic buttons. Sanforized for permanent fit. Washfast. \$3.97**  
**(11) New Multicolor Allover pattern. Shpg. wt. suit 1 lb. 3 oz.**  
33 N 1185G—Notch collar coat style  
33 N 1186G—Middy (pullover) style  
State size A, B, C, D. (see below) . . . . . Suit \$3.97 Any 2 for \$7.78  
**(12) New Multicolor Stripe. Shipping weight suit 1 lb. 3 oz.**  
33 N 1183G—Notch collar coat  
33 N 1184G—Middy (pullover)

### New "Sport Slack" Cotton Broadcloth Pajamas

**(13) If he's a born browser and stay-at-home, he'll love these. Sports-wear tailored for smart good looks. Pilgrim 3-way better fit for real lounging and sleeping comfort. Sanforized for permanent fit. \$4.95**  
**Handsome plaid pattern shirt with 2 chest pockets. Sport collar can be worn open or closed; hemmed bottom can be worn in or out of slacks. Sleeve cuffs. Neat houndstooth check slacks, tailored just like dress trousers. Side seamed; extra flap on fly to conceal 2 Gripper Fasteners. Comfortable waistband has "breathe easy" elastic insert at back, and adjustable 2-Gripper Fastener tab front closing. Leg cuffs. Suit is washfast.**  
Men's sizes A, B, C, D. Shpg. wt. suit 1 lb. 1 oz. Please state size.  
33 N 1044G—Blue 33 N 1045G—Tan Suit \$4.95 2 for \$9.70

**LADIES!** All you need is his chest measurement! Place tape around chest, well up under arms, over shoulder blades in back. Number of inches is chest size. Then find pajama size in chart, below.

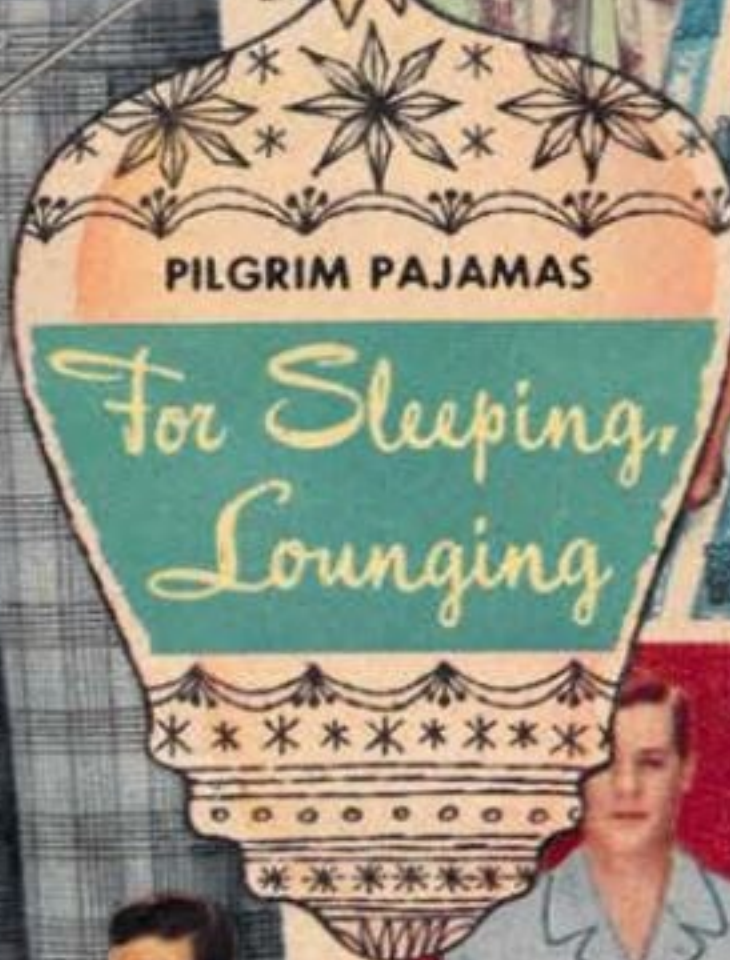
If chest measures	Order size	If chest measures	Order size
34 to 36 inches	A	42 to 44 inches	C
38 to 40 inches	B	46 to 48 inches	D

If between sizes, order next larger size.



Pajamas on this page described on opposite page

5 New Knit-top Slack style.....\$3.97



PILGRIM PAJAMAS

For Sleeping Lounging

7 Our Better Broadcloths. New patterns; elastic at waist. Gripper closings..... Suit \$3.97

8

6 Broadcloth Lounger Elastic in waist.....Suit \$4.95

9 Our Best Broadcloths. Smartly tailored. Elastic at waist. Gripper closings..... Suit \$4.95

10

13 Broadcloth Sport Slack Pajamas. Smartly tailored. Elastic at waist. Grippers..... Suit \$4.95

11-12 Heavyweight Flannel-ettes.....Suit \$3.97





He'll wear them  
as pajamas . . .  
and as cold  
weather underwear!

Style (1) has  
convenient  
pocket on hip



## Pilgrim Knit Pajamas . . . Gifts of Warmth and Comfort

**1 2-tone Stripe Pattern.** Heavy-weight combed cotton, rib knit. **\$3.97**  
Suit  
Double-thick cuffs, neck and shirt waistband. Taped neck and shoulder seams. Trouser waistband has hidden elastic. Button fly; hip pocket. Processed for less-than-usual shrinkage. Wash separately. Shpg. wt. suit 1 lb. 3 oz. Men's sizes A, B, C, D. See Measuring below.  
33 N 1177—Navy blue State size.  
33 N 1178—Maroon Suit \$3.97 . . . 2 for \$7.78

**2 Solid Color Heavyweight Cotton Rib Knit** with contrasting trim. **\$3.26**  
Suit  
Same features as (1). Has soft, brushed finish; chest pocket. Like all fine Pilgrim knit pajamas, these can be used as cold weather underwear. Wash separately . . . need no ironing! Shpg. wt. suit 1 lb. 2 oz. Men's sizes A, B, C, D. See How to Measure below. Please state size.  
33 N 1171—Medium blue  
33 N 1172—Tan Suit \$3.26 . . . 2 for \$6.36

**3 Bright, Men's Colors in Heavy-weight Cotton Rib Knit . . . He'll** **\$3.26**  
Suit  
have fun wearing these! Double thick collar, cuffs, shirt waistband. Trouser waistband has hidden elastic. Button fly; chest pocket. Wash separately; need no ironing. Processed for low shrinkage. Men's sizes A, B, C, D. See Measuring below. Shpg. wt. suit 1 lb. 2 oz. State size.  
33 N 1174—Fireman red  
33 N 1173—Green Suit \$3.26 . . . 2 for \$6.36

**4 Medium Heavyweight Flat Knit Cotton.** Snug fitting double thick **\$2.75**  
Suit  
rib knit neck, cuffs; hemmed waist. All around elastic trouser waistband. Chest pocket. Washable separately. Needs no ironing! Wear for cold weather underwear, too. Shipping weight suit 15 ounces. Men's sizes A, B, C, D. See How to Measure below. Please state size.  
33 N 1170—Maize (yellow)  
33 N 1169—Med. blue. Suit \$2.75, 2 for \$5.38



NOW . . . an improved better fitting  
Nightshirt . . . 4 sizes—not just 3



Special sizes for  
tall men, big men

## Acetate Pajamas

**5 Nylon fabric crotch reinforcement;** elastic inserts at waist. Grippers at waist and fly. Hand washable. Wt. suit 13 oz. **\$3.59**  
1951 Fall \$3.97  
1952 price  
Suit  
33 N 1029—Blue. State size A, B, C, D.  
33 N 1030—Gray Suit \$3.59 2 for \$7.00

## Flannelette Nightshirts

**6 Medium Heavy Cotton Flannelette,** woven stripes. Sanforized. Washable. Sleeve cuffs; chest pocket. Men's sizes A, B, C, D. Shpg. wt. ea. 14 oz. **\$2.58**  
Each  
33N1190—Blue State size. 2 for \$5.00  
33N1191—Maroon Ea. \$2.58, \$5.00

**HOW TO MEASURE PAJAMAS AND NIGHTSHIRTS.** Place tape measure around chest . . . up under arms, over shoulder blades. Find size in chart, below.

If chest measures:	Order size:	If chest measures:	Order size:
34 to 36 inches . . . . .	A	46 to 48 inches . . . . .	D
38 to 40 inches . . . . .	B	50 to 52 inches . . . . .	E
42 to 44 inches . . . . .	C	Be sure size you order is available.	

## "Extra" Sizes in Cotton Broadcloth, Flannelette

**Extra Long Sizes.** Sanforized. Nylon reinforced crotch for longer wear. Gripper fly fastener. Drawstring has elastic section. Washfast. Extra long sizes B, C, D. **\$3.97**  
Suit  
Broadcloth

**7-8 Broadcloth.** Washfast. Shpg. wt. suit 1 lb. **\$3.97**  
Notch collar, coat style  
33 N 992G—Blue blazer stripe State size.  
33 N 993G—Maroon blazer stripe  
33 N 996G—Medium blue solid color Suit  
33 N 997G—Medium gray solid color \$3.97  
Middy (pullover) style 2 for \$7.78  
33 N 994G—Blue blazer stripe

**9 Flannelette.** Multicolor stripes on white background. Washfast. Wt. suit 1 lb. 3 oz. **\$4.19**  
33N1188—Middy (pullover) Suit  
33N1187—Coat style \$4.19  
State size, above. 2 for 8.20

**Extra Large Stout Size.** Not just larger in body, but larger in neck and shoulders, in arms and calves, in thighs and trouser seat. Sanforized—max. fabric shrinkage 1%. Nylon reinforced crotch; Gripper fly fastener. Drawstring has elastic section. Size E (50-52-in. chest). **\$3.97**  
Suit  
Broadcloth

**7-8 Cotton Broadcloth;** notch collar, coat style. Washfast. Shpg. wt. suit 1 lb. **\$3.97**  
33 N 995G—Blue blazer stripe  
33 N 998G—Med. blue solid color Suit  
33 N 999G—Med. gray solid color \$3.97  
See How to Measure at left. 2 for 7.78

**9 Heavyweight Cotton Flannelette.** Multicolor stripes, white background. Washfast. Shipping wt. suit 1 pound 3 ounces. **\$4.19**  
33N1189—Coat style. Suit \$4.19  
See How to Measure at left. 2 for 8.20



For the latest styles give these Pilgrim Long Sleeve Sport Shirts

# Handsomely Gift Boxed

## NEW! Featherweight Flannel Soft, warmly napped Rayon and Acetate fabric blend

Warmth without weight achieved in this new fabric finish. Neat single line check. Medium widespread sport collar; in-or-out bottom. Ocean pearl buttons. Point-tailored, 2-button adjustable cuffs. **\$6.95** Each

Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). Shpg. wt. each 1 lb. 7 oz. Chart below. Maximum fabric shrinkage 3 to 4%. Hand wash. State size.

33 N 6950—Navy blue  
33 N 6952—Red  
33 N 6951—Brown..... Each \$6.95

Individually gift boxed

Each Shirt in a gift box... ready for your Christmas wrapping



## YOUR CHOICE DELUXE SHIRTS

**\$4.95** Each      **\$6.95** Each

Individually Gift boxed



## NEW! Popular Sheen Gabardine Made and styled in California... Extra sturdy, medium heavy fabric

He'll like the smart good looks... the sturdy wearability. Wrinkle-resistant rayon and acetate gabardine in handsome solid colors. Hand stitched collar and round pocket flaps. Sport collar can be worn open or closed; wear bottom in or out. Rayon satin lined yoke. Ocean pearl buttons. Hand wash. Maximum fabric shrinkage 2 to 3%. Shipping weight each 1 pound 6 ounces. **\$6.95** Each

Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). Please state size.

33 N 6955—Maroon  
33 N 6954—Gray  
33 N 6956—Dark green..... Each \$6.95

Individually gift boxed

## NEW! Miniature Suiting Check Popular pattern sensation in Rayon and Acetate blend

The newest, smartest patterns are suitings. Neat, tiny houndstooth check in the perfect fabric combination—rayon and acetate. Each **\$6.95** Each

—lustrous, fine draping, soft, yet durable; easy to launder. Medium widespread sport collar; in-or-out bottom. Ocean pearl buttons; 2 button adjustable cuffs.

Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). Shpg. wt. ea. 1 lb. 7 oz. Hand wash. Maximum fabric shrinkage 3 to 4%. Please state size. See How to Measure for Sport Shirts below.

33 N 6973—Blue check  
33 N 6975—Green check  
33 N 6974—Tan check..... Each \$6.95

Individually Gift Boxed

## NYLON Crinkle Crepe Always looks cool, crisp and neat... needs no ironing

A shirt that looks fresh and unwrinkled even after several wearings. Washing's a dream—just rinse the dirt out. Never needs ironing. 100% duPont nylon in extra fine quality. Handsome sport collar (wear open or closed); in or out bottom. Two handsome California type pockets with smartly rounded flaps. Hand wash. **\$4.95** Each

Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½); Shpg. wt. ea. 14 oz. Maximum fabric shrinkage 1%. State size.

33 N 6945G—White  
33 N 6947G—Gray  
33 N 6949G—Wine red  
33 N 6946G—Medium blue  
33 N 6948G—Med. green Each \$4.95 2 for \$9.70

Individually Gift Boxed

### HOW TO MEASURE FOR SPORT SHIRTS

Measure around neck with tape measure. Number of inches is correct size. If between sizes, order next larger size. If tape measure is not available use paper.

There's no place like home to do your Christmas shopping... and, if you wish, order all your gifts on Sears Easy Terms

LKMNAMDG2 PAGE 19.. SPORT SHIRTS





**THE NEW FAVORITES**  
**Gabardine Robes**  
... SO NEATLY TAILORED

**A** Christmas 1951 \$8.70  
1952 price \$7.97  
Reg. sizes

**B** \$7.97 Reg. sizes

**C** \$7.97 Reg. sizes

Also extra-large, extra-long sizes

### Some Priced Below Christmas 1951 Levels!

**50% Rayon, 50% Acetate**... a gabardine blended for warmth without weight! Robes have luxurious double-thick front facings and collar, wide sleeve cuffs. 3 big patch pockets for convenience. Sashes are anchored with Gripper fastener... can't slip. Button tab inside facing keeps robe closed when wearer is seated. For best results, dry clean. 3 styles. Gift boxed, ready for wrapping. Regular sizes small (36-38-in. chest); medium (40-42); large (44-46).

**A Solid Colors, Contrasting Piping.** Regular sizes. Measuring on facing page. Shpg. wt. 2 lbs. 8 oz.  
33 N 1215—Maroon *State size (above)*  
33 N 1216—Dark blue *(Christmas '51)*  
33 N 1217—Dark green \$8.70  
1952 price each.....\$7.97

**Extra-Large.** New! Same as robe above only specially proportioned throughout. 48-50-inch chest. Measuring on facing page. Shpg. wt. 2 lbs. 9 oz.  
33 N 1227—Maroon  
33 N 1228—Dark blue Each \$8.97

**Extra-Long.** New! Like robe (A) only specially proportioned throughout. 40-42-inch chest. Measuring on facing page. Shipping weight 2 lbs. 9 oz.  
33 N 1220—Maroon  
33 N 1221—Dark blue Each \$8.97

**B NEW! Solid Color with Harmonizing Rayon Plaid Trim.** Regular sizes; have all the comfort and convenience features above. Shpg. wt. 2 lbs. 8 oz. Measuring on facing page.  
33 N 1224—Maroon *State size (above)*  
33 N 1225—Dark blue Each \$7.97

**C Solid Colors with Rayon Polka Dot Trim.** Regular sizes. Shpg. wt. 2 lbs. 8 oz. *Please state size (above)*.  
33N1218—Maroon *(Christmas 1951)*  
33N1219—Dark blue \$8.70  
1952 price each.....\$7.97

**Extra Long.** New! Like robe (C) only specially proportioned throughout. 40-42-inch chest. Measuring on facing page. Shipping wt. 2 lbs. 9 oz.  
33 N 1222—Maroon  
33 N 1223—Dark blue Each \$8.97



## He'll be even Handsomer

### 100% Wool, Solid Colors

**D Medium Weight Flannel with New Cord Trim.** Shawl collar, 3 pockets. Snap-on sash; hidden button tab. Gift boxed. Dry clean. Regular sizes small (36-38-in. chest); medium (40-42); large (44-46). Measuring on facing page. Shpg. wt. 2 lbs. 10 oz.  
33 N 1207—Maroon *Please state size.*  
33 N 1208—Navy (dark) blue Each \$10.97  
**Extra Long.** (40-42-in. chest). Wt. 2 lbs. 13 oz.  
33N1209—Maroon *(Christmas '51 \$12.25)*  
33N1210—Navy blue 1952 price ea. \$11.70

### All-wool, 2-way Collar

**E Medium Weight, Solid Colors.** Has notch style collar you can button up high! Collar has shape retaining lining. Double-thick front facing. Wide sleeve cuffs; 3 patch pockets. Non-slip snap-on sash has fringe. Button tab inside facing. Gift boxed. Sizes small (36-38-in. chest); medium (40-42); large (44-46). Dry clean. Shipping weight 2 lbs. 11 oz. *Please state size.*  
33 N 1211—Maroon *(Christmas 1951 \$12.00)*  
33 N 1212—Navy blue 1952 price ea. \$12.25



### Absorbent Cotton Terry

**Warm, Comfortable.** Shawl collar, double-thick front facing. Cuffs, 3 patch pockets. Sash. Washable. Sizes small (36-38-in. chest); medium (40-42); large (44-46).  
**F Solid Color Terry.** Good quality. Shpg. wt. 2 lbs. 5 oz. *State size (above)*.  
33 N 1245—White  
33 N 1246—Maize (lt. yellow) Each \$8.97  
**G Woven-Stripe Terry.** Better, closer weave. Shpg. wt. 2 lbs. 5 oz. *State size (above)*.  
33 N 1239—Maroon  
33 N 1240—Blue Each.....\$9.97

### Cotton Crinkle Crepe

**H-J New! Crisp, Easy-to-care-for Fabric** that needs no ironing! Double-thick shawl collars, front facings. Sleeve cuffs; 3 patch pockets. Sash. washfast. Sizes small (36-38-in. chest); medium (40-42); large (44-46). Shipping weight 1 lb. 4 oz.  
**H Smart Ripple Design.** *State size.*  
33 N 1258—Red  
33 N 1259—Navy (dark) blue  
**J Bold Diamond Design.** *State size.*  
33 N 1256—Red, green  
33N1257—Blue, yellow  
Each.....\$1.49





**A** \$7.97  
Reg. sizes

**B** \$7.97

## in a Pilgrim Robe

### Heavyweight Beacons

**A** Warm as a blanket. Cotton; Ombre (shaded) pattern. Cord trim. Double-thick shawl collar, front facing. Cuffs, 3 pockets. Cord sash. Regular sizes small (36-38-in. chest); medium (40-42); large (44-46). Shpg. wt. 2 lbs. 4 oz. 33 N 1200—Maroon Please state size. 33 N 1201—Blue Each... \$7.97  
**Extra Large.** Same as robe above, only larger proportioned. 48-50-in. chest. Wt. 2 lbs. 5 oz. 33 N 1202—Maroon 33 N 1203—Blue Each... \$8.97

### Handsome Plaid Beacons

**B** Heavyweight Beacon Cotton Blanket Cloth... one of the warmest robe fabrics you can buy! Plaid pattern is new this season. Have double-thick shawl collars, front facings for added warmth. Sleeve cuffs, 3 roomy patch pockets. Smooth cord sash. Seams taped for added strength. Sizes small (36-38-in. chest); medium (40-42); large (44-46). Shpg. wt. 2 lbs. 4 oz. State size. 33 N 1204—Maroon 33 N 1206—Brown 33 N 1205—Blue Each... \$7.97



**C** Christmas 1951  
\$7.97  
1952 price  
\$6.97

**D** Christmas 1951  
\$7.97  
1952 price  
\$6.97

Matching bag



**E** Christmas 1951  
\$9.97  
1952 price  
\$8.97

**F** Christmas 1951  
\$8.97  
1952 price  
\$7.97

### Lightweight Acetates\*

**Silk-like Acetate\*.** Shape retaining lining in shawl collar, cuffs, sash. 3 patch pockets. Non-slip, snap-on sash. Button tab in facing. Handy storage bag. Gift boxed. Dry clean. Sizes small (36-38-in. chest); medium (40-42); large (44-46). Shpg. wt. 1 lb. 5 oz. State size.

**C** Handsome New Foulard Design 33N1243—Maroon 33N1244—Navy blue (Christmas 1951 \$7.97) 1952 price ea. \$6.97  
**D** Popular Polka Dot Pattern 33N1241—Maroon 33N1242—Navy blue 1952 price ea. \$6.97

\* Formerly called acetate rayon.

### Satin Trimmed Robes

**Luxurious Rayon, Woven-through Designs.** Acetate\* satin trim. Shawl collar style with 3 patch pockets, sleeve cuffs, non-slip snap-on sash. Button tab in facing. Collar, cuffs, sash lined to hold shape. Double-thick front facing. Gift boxed. Dry clean. Sizes small (36-38-in. chest); medium (40-42); large (44-46).

**E** Woven-stripe. Wt. 2 lbs. 2 oz. 33N1233—Maroon 33N1234—Navy blue State size. Ea... \$8.97  
**F** Woven Jacquard. Wt. 2 lbs. 1 oz. 33N1229—Maroon 33N1230—Navy blue State size. Ea... \$7.97



OUR MOST LUXURIOUS

Lined Robes

2 BRAND NEW PATTERNS

\$16.95 **H**

**G** \$16.95



**J** Christmas 1951  
\$14.25  
1952 price  
\$12.25



Fully lined with  
Acetate satin



Shoulders are  
padded and shaped



Have 3 deluxe set-in  
slash pockets

### Best Pilgrim Robes, Acetate\* Satin Linings

**Luxurious Rayon**... soft, full-bodied... with the feel and draping qualities of heavy silk. Fully lined with Acetate\* satin; adds more warmth, helps robe hang correctly. Acetate\* satin shawl collar, shaped cuffs, non-slip snap-on sash are all lined to keep their shape better. Single needle stitching. 3 set-in, slash pockets. Hidden button tab. Wrap-around style, has lots of overlap. See features above. Gift boxed. For best results, dry clean. Sizes small (36-38-in. chest); medium (40-42); large (44-46). Measure and be sure—see below.

**G-H** 2 Exciting NEW Patterns! **G** is Paisley, **H** Geometric. Shpg. wt. 2 lbs. 11 oz. State size (above).  
**G** 33 N 1237—Maroon, blue Each  
**H** 33 N 1238—Black, gold \$16.95

**J** Woven-through Rayon Jacquard. Lustrous, long-wearing. Shpg. wt. 2 lbs. 13 oz. State size (above).  
33 N 1235—Maroon Each  
33 N 1236—Navy (dk.) blue \$12.25

**HOW TO MEASURE FOR ROBES.** With shirt on, place tape measure around chest, well up under arms, over shoulder blades. Number of inches indicates size. If between sizes, order the larger size. Lengths are in proportion to chest sizes.

Order regularly and get  
your catalogs regularly

SKL2 PAGE 21... MEN'S ROBES

WishbookWeb.com





## Looking for a man's gift that's really luxurious? Here it is . . . 100% Spun Nylon Underwear

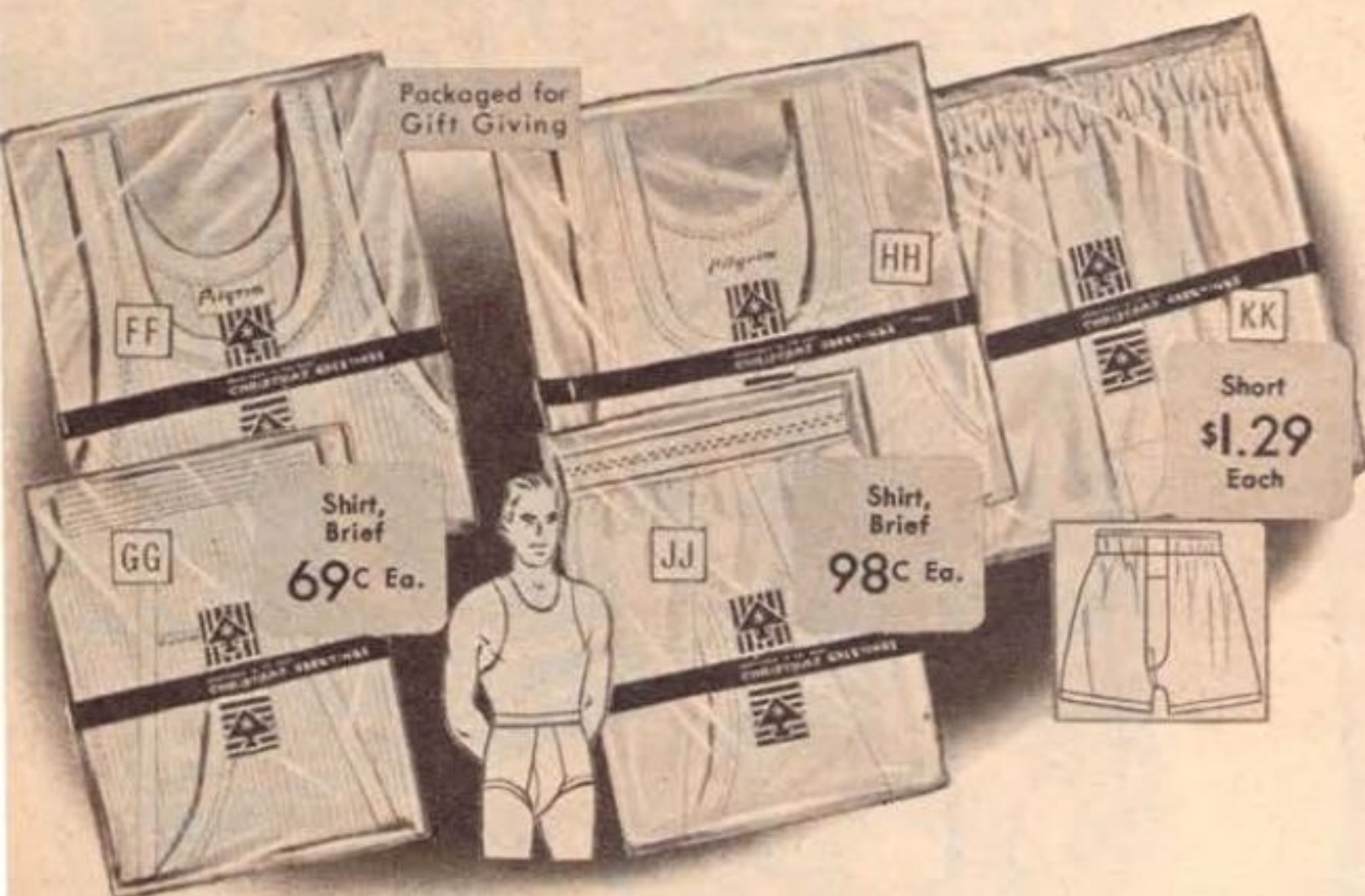
- Outwear best knit cotton 5 to 1
- Hold their permanent, perfect fit
- Stay soft as down and light as a feather
- Easy to launder, dry in a matter of minutes, never need to be ironed
- Extra finely knit
- Color white

**CC Athletic Shirt.** Swiss rib knit. Bound neck, deep cut armholes are neatly bound. Wide shoulder straps. Straight bottom. Full, long. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *State size.* Shpg. wt. each 6 oz.  
16 N 5116—Each \$1.79 . . . . . 2 for \$3.50

**DD Brief.** 1x1 rib. All around elastic waistband. Double fabric, no-gap fly front. Fabric strap support. Elastic in leg openings. Full. *Sizes* small (30-32), medium (34-36), large (38-40), extra large (42-44)-in. waist. *State size.* Shpg. wt. each 6 oz.  
16 N 5117—Each \$1.79 . . . . . 2 for \$3.50

**EE T-style Shirt.** Closely flat knit. Shoulder seams and tubular bound neck have elastic in them to hold shape longer, fit more smoothly. Sleeves and bottom are neatly hemmed. No side seams. Full and long.

*Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *Please state size.* Shpg. wt. each 8 ounces.  
16 N 5118 . . . . . Each \$2.75 2 for \$5.40



## Top Favorite Vee Line Shirt, Brief

80% combed cotton, 20% rayon. Springy, hold shape. No bulk, no bind. Very soft, absorbent. *Color* white. Shpg. wt. each, 5 oz.

**FF Athletic Shirt.** Panel rib knit. Bound neck, armholes. Rounded bottom. *State size* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest.  
16 N 5168—Each 69c, 4 for \$2.69

**GG Brief.** Rib knit. Elasticized fabric crotch. All around elastic waistband. No-gap fly front. Fabric strap support. Elastic in leg openings. *Sizes* small (30-32), medium (34-36), large (38-40), extra large (42-44)-in. waist. *State size.*  
16 N 5169—Each 69c, 4 for \$2.69

## Fine Runproof Acetate Shirts, Briefs, Shorts

(Formerly called rayon). A luxury fabric at a very moderate price. Fine tricot knit adds durability. Trim, sleek fitting. Feel soft and smooth as silk next to your skin. Easy to launder. Lustrous.

- Wide patterned elastic waistband on briefs
- Covered elastic waistband on the shorts
- Double stitched main seams
- No-gap fly front
- Shirts are neatly bound at neck and armholes . . . long to stay comfortably tucked in
- All garments are comfortably full, non-binding
- *Color* white. Shpg. wt. each garment 6 oz.

**HH Athletic Shirt.** *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *Please state size wanted.*  
16 N 5130—Each 98c . . . . . Save, 3 for \$2.85

**Briefs, Shorts.** *Sizes* small (30-32), medium (34-36), large (38-40), extra large (42-44)-in. waist. *Please state size wanted.*

**JJ** 16 N 5133—Brief. Each 98c . . . . . 3 for \$2.85  
**KK** 16 N 5131—Short. Each \$1.29 . . . . . 3 for \$3.75

**HOW TO MEASURE.** Shirts, Union Suits. Measure over underwear. Measure close up under arms, over shoulder blades in back. Keep tape snug, not too tight. **Shorts, Drawers.** Place tape around natural waistline; snug, but not too tight. Do not measure over trouser belt. If measure falls between sizes, order next even size larger.

\*DuPont Acrylic Fiber Reg. U. S. Pat. Off. \*\*Reg. U. S. Pat. Off.

22-26 . . SEARS, ROEBUCK AND CO. K

ITEMS BELOW ILLUSTRATED ON OPPOSITE PAGE

## Men's Underwear . . always practical Luxury Plus with 100% Spun Orlon\*

Extra, extra tough. Feather light. Soft, lustrous as silk. Won't lose perfect fit, ever. Highly resistant to mildewing, bleaches, soiling; sunlight; perspiration. Easy to launder, dry rapidly, need little ironing.

**Shirt, Brief** made of 100% spun Orlon.\* *Color* cream-white. Shpg. wt. each 5 oz.

**A Athletic Shirt.** Swiss rib knit. Bound neck, armholes. Straight bottom. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *State size.*  
16 N 5164—Each \$1.98 . . . . . 2 for \$3.85

**B Brief.** 1x1 rib. Fabric strap support. Double fabric, no-gap fly front. Elastic waistband; elastic in leg openings. *Sizes* small (30-32), medium (34-36), large (38-40), extra large (42-44)-in. waist. *State size.*  
16 N 5165—Each \$1.98 . . . . . 2 for \$3.85

**C Shorts** made of 100% woven Orlon.\* Assorted WASHFAST patterns won't fade in laundering. All around elastic waistband. Full panel seat. Double stitched main seams. Bar tacked fly front. Extra full. *Sizes* 30, 32, 34, 36, 38, 40, 42, 44-in. waist. *State size.* Shipping weight each 6 oz. *Each* 2 for \$1.98 \$3.85

## 100% Woven Nylon Boxer Shorts

**D** 2½ times stronger than best cotton. WASHFAST colors won't fade in laundering. Stay down-soft, feather-light. Elastic waistband. Full panel seat. Fly front. Double stitched main seams. Extra full. *Colors* blue, gray, white. *Sizes* 30, 32, 34, 36, 38, 40, 42, 44-in. waist. *State size, color.*  
16 N 5135—Shpg. wt. each 5 oz. Each \$1.79 . . . . . 3 for \$5.25

## 4-Star Feature . . Wear Guaranteed Cotton Shorts, Briefs and Shirts

**Our Finest Cotton Shorts.** Nylon Fabric reinforced crotch outwears best cotton 2½ times. Sanforized broadcloth won't shrink over 1%. WASHFAST patterns, colors won't fade in laundering. Full body curve panel seat. Double stitched main seams. Gripper Fasteners won't rust, break in laundry. *Sizes* 30, 32, 34, 36, 38, 40, 42, 44-in. waist. Shpg. wt. each 6 oz.

**Gripper Fastener-yoke front style.** Elastic side inserts add comfort.

**E** 16 N 5103G—Attractive assorted washfast patterns, colors.

**F** 16 N 5109G—Sparkling white.

**G** 16 N 5115G—*State color* blue, bamboo (lt. tan), lt. gray. *State size.* Each 98c; 3 for \$2.85

**Boxer style.** All around elastic waistband. 3 Gripper Fasteners.

**H** 16 N 5105G—Attractive assorted washfast patterns, colors.

**J** 16 N 5107G—Sparkling white.

**K** 16 N 5111G—*State color* blue, bamboo (lt. tan), lt. gray. *State size.* Each 98c; 3 for \$2.85

**L Our Best Brief.** Durene\*\* cotton . . 2-ply, combed, mercerized yarns. Patterned elastic waistband. Novelty panel rib knit. Fabric strap support. No-gap, double fly front. Elastic in leg openings. *Color* white. *Sizes* small (30-32), med. (34-36), large (38-40), extra large (42-44)-in. waist.  
16 N 5125G—*State size.* Shpg. wt. each 5 oz. Each 98c . . . . . 3 for \$2.85

**Shirts.** *Color* white. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *Please state size.*

**M Athletic. Our Best.** Durene\*\* cotton . . 2-ply, combed, mercerized yarns. Panel rib. Bound neck, armholes. Wt. each 6 oz.  
16 N 5192G—Ea. 98c; 3 for \$2.85

**N T-style.** Flat knit combed cotton. Soft, absorbent. Taped shoulder seams. Bound neck. Shipping weight each 7 oz.  
16 N 5190G—Ea. 98c; 3 for \$2.85

## Patterned Woven Rayon Boxer Shorts

**P** Bold, sparkling patterns. Silky-soft. Closely woven. All around elastic waistband. Full panel seat. Double stitched main seams. Roomy. *Sizes* 30, 32, 34, 36, 38, 40, 42, 44-in. waist. *State size.* Shpg. wt. each 6 oz.  
16 N 5209—3 attractive assorted prints boxed . . . . . 3 for \$2.75

## Armored Crotch Shorts . . Fine Briefs, Shirts . . all durable, soft cotton

**Armored Crotch Shorts.** Exclusive double fabric panel in front from yoke to crotch adds wear. Sanforized broadcloth won't shrink over 1%. WASHFAST patterns, colors won't fade in laundering. Full body curve panel seat. Double stitched main seams. Fl. front. *Sizes* 28, 30, 32, 34, 36, 38, 40, 42, 44-in. waist. Shpg. wt. each 6 oz.

**Gripper Fastener-yoke front style.** Elastic side inserts add comfort.

**R** 16 N 5179G—Assorted washfast patterns, colors.

**S** 16 N 5181G—Sparkling white.

**T** 16 N 5185G—Washfast colors blue, tan, lt. gray. *Please state color.* *State size.* Each 79c; 4 for \$3.05

**Boxer style.** All around elastic waistband stays lively.

**V** 16 N 5177G—Assorted washfast patterns, colors.

**W** 16 N 5183G—Sparkling white.

**X** 16 N 5175G—Washfast colors blue, tan, lt. gray. *Please state color.* *State size.* Each 79c; 4 for \$3.05

**Y Brief.** Durene\*\* cotton. 2-ply, combed, mercerized yarns. Fabric strap support. Elastic waistband. Fly front. Elastic in leg openings. *White.* *Sizes* small (30-32), med. (34-36), large (38-40), extra large (42-44)-in. waist.  
16 N 5123G—*State size.* Shpg. wt. each 5 oz. . . . . Each 79c, 4 for \$3.05

**Shirts.** *Color* white. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *Please state size wanted.*

**Z Athletic.** Durene\*\* cotton . . 2-ply, combed, mercerized yarns. Swiss rib knit. Wt. each 5 oz.  
16 N 5120G . . . . . Each 79c, 4 for \$3.05

**AA T-style.** Flat knit combed cotton. Taped shoulder seams. Bound neck. Shpg. wt. each 7 oz.  
16 N 5186G—Each 79c; 4 for \$3.05

## Popular Warm Solid Color Sweatshirts

**BB** Closely flat knit cotton. Soft, double thick fleecing inside. Full, roomy. Panel rib knit neck, cuffs, waistband. Washable separately. *Colors* hunter (dk.) green, red, navy, white. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *State size, color.*  
16 N 4008—Shpg. wt. each 1 lb. 2 oz. Each \$2.59 . . . . . 2 for \$5.10





**Luxury Plus . .**  
Shirts, Briefs  
Shorts made of  
**ORLON®**  
**\$1.98** Ea.



**ALL NYLON \$1.79** Ea.



**Another 4-STAR FEATURE**  
**Our Top Quality Cotton**  
**Shorts, Briefs, Shirts**

3 garments **GUARANTEED** ONLY  
**TO WEAR 6 MONTHS** or **98c**  
or you get 3 brand new gar-  
ments without extra charge Each  
(applies to 3 Shirts, Shorts, Briefs of 1 style, 1 size)



ITEMS ABOVE, BELOW DESCRIBED ON OPPOSITE PAGE



**RAYON**  
**BOXER**  
**Shorts**  
Box of  
**3 for**  
**\$2.75**



**Individually Packaged**  
**Exclusive Armored**  
**Crotch Cotton Shorts**  
in assorted patterns, colors, white  
and Fine Shirts, Briefs  
of extra sturdy combed cotton

Popularly  
Priced at **79c** Each



**BB**  
**SWEATSHIRTS**  
Colors  
or white  
**\$2.59**  
Each





**A** Corduroy Sport Coat \$9.88

**B** Donegal Tweed Leisure Coat \$16.40

**C** California Style Jacket \$10.95

What man couldn't use another pair

## Corduroy Coat Flannel Slacks

For dressy leisure hours

Sport Coat and Slacks **\$21.95** \$2.50 down

### Luxurious Pinwale Corduroy Sport Coat

Watch for a mile-wide smile when he finds this FASHION TAILORED beauty under his tree. Easy-draping, velvet-like corduroy owns a reputation for extreme durability, eye-catching richness. 3-patch pocket styling, 2-button front. Shape-holding inner construction. Full rayon body lining. Shipped from Chicago.

All sizes 34 to 44-in. chest. Regulars and longs—no shorts. Measuring, opposite page.  
055 N 6854—Gray-green  
055 N 6850—Maroon Shpg. wt. 3 lbs. 8 oz.  
055 N 6851—Dark green.....\$14.50

100% Virgin Wool Flannel Slacks. Reduced! Fall catalog price was \$8.40. Supple, rich-textured flannel. Youthful pleated styling, continuous (seamless) waistband, dropped belt loops. Zipper. No belt.

Sizes 28 to 40-in. waist; 28 to 35-in. inseam. Tell which is waist, ordering on opposite page. Shpg. wt. 1 lb. 15 oz.

055N1622—Brown 055N1620—Gray \$7.95  
Save on 2-piece Outfit. State sizes, colors. Shipped from Chicago. Shpg. wt. 5 lbs. 7 oz.  
055N6890—Sport Coat and Slacks..\$21.95  
28 . . SEARS-ROEBUCK CPBKAMDG



**D** 100% VIRGIN WOOL TWEED. Rich textured Donegal type. Youthful pleated styling..... \$7.70

**E** FAMOUS SEARALON GABARDINE. Sears exclusive part nylon blend. Unconditionally guaranteed... \$6.40

**F** PART NYLON SHEEN GABARDINE. Extra wide tunnel belt loops. Streamlined styling..... \$7.75

**G** PINWALE CORDUROY. Ruggedly handsome, velvet-like. Youthful pleated styling..... \$6.45



## Dress-up his leisure hours

A FASHION TAILORED present  
Assures a well-groomed future

ILLUSTRATIONS IN ACTUAL COLOR ON OPPOSITE PAGE

### Economy priced pinwale corduroy sport coat

**A** None better looking at this extra low price . . . gives you more for your gift dollar. Easy-draping lounge model masterfully tailored of luxurious, narrow wale corduroy (16 cushiony wales per inch). Features 2-button front, husky padded shoulders, 3 roomy patch pockets, inside breast pocket. Full sport coat length (31-inch average). Fully lined with harmonizing rayon. Inter-lined front. See ordering below. Shpg. wt. 3 lbs. 8 oz.

**\$9.88**

All sizes. Regulars 34 to 44-in. chest. Longs 36 to 44-in. chest. No short sizes.

45 N 6805—Maroon 45 N 6807—Ginger (light tan) 45 N 6806—Green . . . . . \$9.88

### 100% virgin wool Donegal tweed leisure coat

**B** A natural for gift giving 'cause every man appreciates universally admired masculine tweed sparkling with bright, nubby flecks of color. Deftly woven of 100% virgin wool spun from select long staple yarns for extreme durability. He'll go for the deluxe detailing, the expert FASHION TAILORED workmanship that means easy-fitting casual comfort. Popular 3-patch pocket model smartly styled with 1-piece back, 3-button front. Masculine padded shoulders. Fully lined with smooth rayon. Perfect to wear in combination with contrasting gabardine or flannel slacks. Shpg. wt. 3 lbs. 8 oz. Shipped from Chicago.

**\$16.40**

Even sizes. Regulars 34 to 46-in. chest. Longs 36 to 46-in. chest. Ordering below.

055 N 6922—Gray  
055 N 6924—Tan . . . . .

**\$16.40**

### California style sheen gabardine leisure Jacket

**C** Specially designed for that hard-to-please guy on your list. Spirited West coast styling, plus eye-appealing 50% acetate, 50% rayon sheen gabardine finish. Permanently crease-resistant, water-repellent, non-oily spot and stain-resistant. All wool knit waistband at back. Padded shoulders. Contrasting colored bi-swing pleats, inverted pleating on pockets, under cuffs, full rayon lining. Full length front zipper. Shipped from Chicago. See how to order below.

**\$10.95**

Even sizes 34 to 46-in. chest. Regular sizes only. Shipping weight 2 pounds 12 ounces.

055N6902—Blue and red 055N6900—Green and gold 055N6903—Brown and gold \$10.95

## Fashion Tailored Dress Trousers

**D** 100% virgin wool Donegal-type tweed. **\$7.70**  
**BETTER QUALITY.** Loomed for seasons of service. Styled with continuous (seamless) waistband, double pleats, dropped belt loops. Zipper.

All sizes 28 to 40-in. waist; 28 to 35-in. inseam. Ordering below.  
45N6526—Med. brown 45N6528—Blue-gray Wt. 1 lb. 15 oz. \$7.70

**OUR BEST QUALITY.** 100% virgin wool tweed. Full-bodied, heavier weight than above. Reflects the ruggedness, unusual beauty of premium quality. Expertly tailored, fine trimmings. Styling, sizes same as listed above. Shpg. wt. 1 lb. 15 oz.

45 N 6490—Med. brown 45 N 6492—Blue-gray . . . . . \$9.45

**E** Unconditionally guaranteed Searalon gabardine. Sears exclusive blend of 21% nylon, 45% rayon, 34% acetate . . . so stamina-packed they're guaranteed 1 year from date of purchase against wear, rips and tears. Non-oily spot-resistant. Permanently crease-resistant, durably water-repellent. Expertly dress tailored, fine trimmings. Walde zipper. Shpg. wt. 1 lb. 15 oz.

**Pleated model.** Continuous waist, saddle stitching.

All sizes 28 to 40-in. waist; 28 to 35-in. inseam. Ordering below.

45 N 6558—Brown 45 N 6557—Gray 45 N 6559—Blue . \$6.40

**Plain front model.** Smart comfortable styling for business or dress.

All sizes 30 to 42-in. waist; 28 to 35-in. inseam. Ordering below.

45 N 6540—Brown 45 N 6542—Gray 45 N 6544—Blue . \$6.40

**F** Part Nylon blend sheen gabardine—tunnel belt loops. Newest style sensation in colorful heavyweight 50% rayon, 36% acetate, blended with 14% nylon for longer wear. Permanently crease-resistant. Continuous (seamless) waistband, extra wide tunnel belt loops, saddle stitched side seams, set-forward pockets, full pleats. Walde zipper. No belt. Shpg. wt. 1 lb. 15 oz.

All sizes 28 to 40-in. waist; 28 to 35-in. inseam. Ordering below.

45 N 6462—Gray-blue 45 N 6460—Gray-green . . . . . \$7.75

**G** Ruggedly handsome pinwale corduroy. A natural to wear with sport or leisure coat. Expertly tailored, smart trimmings. Youthful pleated styling, continuous (seamless) waistband, dropped belt loops. Inside waistband lining of iridescent rayon. Zipper. Shpg. wt. 1 lb. 15 oz.

All sizes 28 to 40-in. waist; 28 to 35-in. inseam. Ordering at right.

45 N 6450—Green 45 N 6452—Gray 45 N 6451—Brown . \$6.45

**H** Pleated or plain front models. Firm-finished gabardine of rich 100% virgin wool worsted. Famous for wearability, wrinkle resistance. Expertly tailored, fine trimmings, smart dress features. Walde zipper. Shpg. wt. 1 lb. 15 oz. Ordering below.

**\$9.45**

**Plain front model.** Conservative style for business or dress. All sizes 30 to 42-in. waist; 28 to 35-in. inseam.

45N6508—Brown 45N6509—Gray 45N6507—Dark blue . . . . . \$9.45

**Pleated model.** Continuous (seamless) waistband, saddle stitching, dropped belt loops. All sizes 28 to 42-in. waist; 28 to 35-in. inseam.

45N6596—Brown 45N6597—Tan 45N6594—Gray-green . . . . . \$9.45

**J** Our best gabardine. **\$13.75**

Premium quality for the man who heads your list. Full-bodied, 2-ply 100% virgin wool worsted gabardine. Prized for its look of luxury, superlative performance. Masterfully tailored with deluxe style features, deluxe trimmings. Youthful pleats, saddle stitched side seams. Inside French tab at waist, hook and eye fastener, set-forward pockets. Zipper. Shipping weight 1 lb. 15 oz. Measuring at right.

All sizes 28 to 40-in. waist; 28 to 35-in. inseam.

45N6586—Gray 45N6588—Brown 45N6587—Gray-blue . . . \$13.75

## Elasti-Glass

Nationally famous  
Vinylite plastic  
100% waterproof  
Rain set

**\$4.89** carrying pouch and hat cover, Gift Packaged

**Unconditionally guaranteed . . a new coat if it rips, tears**

The modern way to carry rain insurance, and what man doesn't need some! Scientifically constructed of strong, durable Vinylite plastic. Laboratory tested and approved for longer wear. Electronically sealed seams. Weighs only 13½ oz. yet affords the same 100% waterproof protection as burdensome heavy-weight raincoats. Extra layer of plastic reinforcement at points of strain. Popular styling features simulated hand stitched snap button fly front. Slash-through pockets. Complete with carrying pouch and hat cover.

State chest size. Regular sizes: Small (34, 36 in.); Medium (38, 40 in.); Large (42, 44 in.); Extra large (46, 48 in.); Long sizes: Medium (38-40 in.); Large (42-48). See how to order below. Shpg. wt. 1 lb. 15 oz.

45 N 6620—Smoke gray 45 N 6622—Covert tan . . . \$4.89



**H** Rich-textured 100% virgin wool worsted gabardine **\$9.45** Either model

**J** Our best 2-ply 100% virgin wool worsted gabardine **\$13.75**

**HOW TO ORDER.** For all items state age, height and weight. For sport coats, leisure coats and plastic raincoats state chest measurement taken over shirt. For slacks state waist and inseam (tell which is waist), or take measurements of an old pair of well-fitting trousers. Be sure to button trousers before measuring waist. All items shipped from nearest mail order house unless otherwise stated. Order and pay postage from nearest mail order house, regardless of shipping point. **PERFECT FIT GUARANTEED**





**A** Quilted lined Short Jacket **\$18.95**  
Reg. also



**B** Rayon lined A-2 Model **\$19.25**



**F** Full length Surcoat **\$33.65**  
Cash \$3.50 Down



**C** Sheeplined B-15 Model **\$27.25**  
Cash \$3.00 Down



**D** Quilted lined B-15 Model **\$21.45**  
Cash \$2.50 Down



**E** Quilted lined Surcoat **\$27.50**  
Cash \$3.00 Down



**G** Rayon lined Surcoat **\$22.50**  
Cash \$2.50 Down

**Reduced**

## HERCULES JACKETS OF PREMIUM GRADE FRONT QUARTER HORSEHIDE

Reg. U. S. Pat. Off.

... the toughest jacket leather you can buy

**A** Quilted lined short jacket. Tough horsehide with free-action style ... side gussets, adjustable side straps. Warm 4-oz. reprocessed wool quilted to rayon lining. Zip front and cigarette pocket; 2 slash pockets with corded trim. Stitched down belt in back. Leather facings inside front. Average length, 25½ in. *State even chest size 34 to 48 in.* Wt. 4 lbs. 6 oz. 41N3211—Cordovan (deep) brown \$18.95  
41N3218—For Tall Men. About 2-in. longer in body, 1½ in. in sleeves. *Even sizes 38 to 48 in.* Wt. 4 lbs. 10 oz. \$20.40

**C** B-15 Bomber Model. Handsome "chill-chaser" of premium horsehide. Body lined with sheep's wool ... sleeves lined with rayon quilted to 4-oz. reprocessed wool. Fur collar. Knit wristlets and bottom (50% wool, 50% cotton). Zip front, slash pockets with corded trim. Corduroy inside facings. Average length, 26 inches. Shipping weight 5 pounds 10 ounces. *State even chest size 36 to 46 inches.*

41N3553—Brown.....\$27.25

30...SEARS, ROEBUCK AND CO. ©ck

**B** A-2 Airforce Model. A brute for wear ... a "honey" for looks. Cut full and roomy of the best grade of horsehide money can buy. Fully lined with lustrous rayon. Two 2-way pockets (hand-warmers plus security pockets with snap fastened flaps). Zip front with overlapping fly. Snap fastener at neck closure. Snug fitting knit cuffs and waistband of 50% wool, 50% cotton. Average length, 26 inches. Shipping weight 4 lbs. 3 oz. *State even chest size 34 to 48 inches.* 41N3401—Cordovan (deep) brown \$19.25

**D** All-time style favorite. Insulated B-15 Model. Has a big turn-up fur collar. Front quarter horsehide is fully lined with rayon quilted to warm 4-ounce reprocessed wool. Knit cuffs and waistband of 50% wool and 50% cotton fit snug, keep out chilling winds. Two big welted seam slash pockets. Has easy working zipper front. Average length, 26 inches. Shipping weight 4 pounds 10 ounces. *Please be sure to state even chest size 36 to 46 inches.* 41N3551—Cordovan (deep) brown \$21.45

**E** Hip-length Surcoat ... fully quilted lined. Top quality horsehide fully insulated with 4-oz. reprocessed wool quilted under rayon. Panel front, belted back. Adjustable front belt ... tunnel loops at sides. Zip front and cigarette pocket, lower slash pockets. Average length, 30 in. Shpg. wt. 5 lbs. 6 oz. *State even chest 36 to 46 in.* 41N3802—Cordovan (deep) brown \$27.50  
41N3807—Tall sizes. About 2 inches longer in body and 1½ in. sleeves. Shpg. wt. 5 lbs. 12 oz. *State even chest 38 to 48 inches.* .....Brown \$27.50

**F** Sheeplined Horsehide Surcoat. A real "looker" ... every inch rugged and warm. Body lined with soft, white sheepskin, sleeves and 6-inch bottom facing lined with rayon quilted to 4-oz. reprocessed wool. Fur collar. Zip front with 2 upper muff pockets, 2 lower flap pockets. Three-piece belt, front sections detachable. Knit inner wristlets of 25% wool, 75% cotton. Average length, 31 inches. Shipping weight 6 lbs. 5 oz. *State even chest size 36 to 46 inches.* 41N3809—Cordovan (deep) brown \$33.65

### HOW TO MEASURE JACKETS

[1] Measure with chest expanded. [2] Pass tape around fullest part of chest and well up under arms. [3] Measure over garments usually worn underneath. [4] Number of inches is your size. If between sizes, order next larger size.



**G** Rayon Lined Horsehide Surcoat ... reduced \$1.45 from our Big book. Expertly tailored of pliable long wearing horsehide fully lined with lustrous high count rayon. Smooth fitting padded shoulders. All-around removable belt with tunnel back. Combination security and "handwarmer" pockets with snap fastened flaps. Easy working zipper front and cigarette pocket. Button trim on cuffs. Average length, 30 in. Shipping wt. 5 lbs. 6 oz. *State even chest size 36 to 46 in.* 41N3707—Cordovan (deep) brown \$22.50





**A** Our finest Surcoat \$29.75 Cash \$3.00 Down

**B** A-2 style Jacket \$24.50 Cash \$2.50 Down

### Nylon Linings Guaranteed

If the linings of these Hercules jackets do not last for the normal life of the garment, your jacket will be relined without charge



**C** Popular B-15 Model \$26.95 Cash \$3.00 Down



**D** Motorcycle Jacket \$33.95 Cash \$3.50 Down

Snaps on, off regular collar

## HERCULES FINEST HORSEHIDE JACKETS with guaranteed Nylon quilted linings

All Jackets above have the Guaranteed Nylon lining quilted to warm 4-oz. reprocessed wool. Gives 10 times more wear than ordinary linings. Nylon stitching throughout. Jackets A, B, C have the action swing shoulder that gives greater arm and shoulder freedom. Jacket B has bi-swing back. Please see How to Measure on opposite page.

**A** Our Finest Surcoat. Brute strength and handsome looks built right in. Zipper front and vertical glove pocket. 2-way lower pockets. Panel front and back, padded shoulders. 3-piece belt—front sections removable . . . back stitched down. Knit inner wristlets of 100% wool worsted. Average length, 30 in. Shpg. wt. 6 lbs. 2 oz. State even chest size 36 to 46 in. 41 N 3805—Cordovan (deep) brown. \$29.75

**C** B-15 Model. An always popular style. You get the protection of rugged horsehide and the quilted lining plus added warmth of the big, turn-up fur collar that's treated to repel water. Zip front and cigarette pocket. Big 2-way lower pockets ("handwarmers" over security pockets with snap fastened flaps). Military shoulder straps. Knit cuffs and bottom of 100% wool worsted keep out wind and cold. Average length, 26 inches. Shipping weight 5 lbs. 2 oz. Please state even chest size 36 to 46 inches. 41 N 3556—Cordovan (deep) brown. \$26.95

**B** A-2 Style Air Force Flying Jacket. One of our most popular models. Draft-free zip front with overlapping fly . . . snap fastener at top and bottom. 100% wool worsted knit cuffs and bottom seal out cold air. Big 2-way pockets ("handwarmers" plus storage pockets with snap fastened flaps). Average length, 26 inches. Shpg. wt. 4 lbs. 6 oz. State even chest size 36 to 46 inches. 41 N 3504—Cordovan (deep) brown. \$24.50

**D** Horsehide Motorcycle Jacket. The "king" of the highways. All the features you want for wear and looks. Big, detachable turn-up warm fur collar snaps on or off regular collar. Body lined with Nylon quilted to reprocessed wool . . . sleeves with strong cotton twill. Bi-swing back with wide inside leather facing at bottom. Set in sleeves have 7-inch zipper at cuffs. Zip front and 2 vertical zip pockets. Snap fasteners on lapels, shoulder straps and pocket flap. Average length, 23½ inches. Shpg. wt. 5 lbs. 10 oz. State even chest 36 to 46 inches. 41 N 3205—Jet black. \$33.95



**E** Action styled Suede Blouse \$14.95



**F** Hip Length Surcoat \$25.50 Cash \$3.00 Down



**G** Quilted lined Suede Blouse \$19.45

## Hercules Suede Leather Jackets Expertly tailored and styled for lasting good looks from hand picked blemish-free suede full cut to give you roomy comfort

**E** Action-styled waist length blouse. Casual "knockabout" that's just the thing for leisure, sports, or work. Fits trim . . . yet plenty of room for easy action. Knit cuffs, collar and waistband of 50% wool and 50% cotton . . . fit snug, won't lose shape. Easy working zipper front, 2 deep slash pockets. Fully lined with rayon for smooth fit. Regular coat-type set in sleeves for easy fit. Average length, 26 inches. Shipping weight 3 pounds 6 ounces. State even chest size 34 to 48 inches. 41 N 3407—Deep, rich brown. \$14.95

**F** Hip Length Surcoat. A jacket you'll be proud to wear for all your leisure time activities. Smartly tailored and styled of blemish-free top quality suede leather. Soft and flexible . . . fully lined with smooth fitting rayon. Panel front with full length zipper and self-adjusting front belt. Anchor-type buckle, tunnel loops at sides. Two lower slash pockets, zip cigarette pocket. Set-in coat type sleeves. Easy fitting padded shoulders. Average length, 30 inches. Shipping weight 3 pounds 13 ounces. Please state even chest size 36 to 46 inches. 41 N 3704—Chestnut (dark) brown. \$25.50

**G** Quilted lined Blouse. Here's a combination of handsome good looks and warmth that can't be beat. Velvety suede fully lined with warm 4-oz. reprocessed wool quilted to lustrous rayon. Keeps out wind and cold . . . keeps in body heat. Zip front and cigarette pocket; vertical slash pockets with corded trim. Knit cuffs and back of waistband (50% wool, 50% cotton). Average length, 25 inches. State even chest size 36 to 46 inches. Shipping weight 3 pounds 10 ounces. 41 N 3506—Sand-color (light) tan. \$19.45





Our Lowest Priced  
Winter-weight Jackets  
Warmth without  
excessive weight



### Washable lined Poplin

The finest cotton poplin we've ever used. Extremely high count with a tight even weave . . . mercerized. Zelanized to repel rain. Cotton flannel lining in harmonizing checks. Colors wash-fast . . . fabrics Sanforized—shrinkage only 1%. Shirred elastic at waist back. Zip front, button cuffs. Average length, 25 in.

**Regular Sizes.** State chest size small (34-36); medium (38-40); large (42-44); extra large (46-48) inches. Shpg. wt. 2 lbs. 7 oz.  
41N4132—Tan 41N4133—Gray 41N4134—Green  
41N4135—Yellow 41N4136—Med. blue. . . \$5.79

**Long Sizes.** Sleeves and body about 1½ inches longer. Shpg. wt. 2 lbs. 12 oz. State chest size medium (38-40); large (42-44) inches.  
41 N 4137—Tan 41 N 4138—Gray. . . \$5.89

### All-weather Twill

A real buy in all-weather protection. High-luster outer shell tightly woven of 100% acetate yarns . . . sheds rain, resists wind. Fully insulated with 8-oz. reprocessed wool quilted under rayon lining . . . gives fireside warmth without excessive weight. Zipper front, stylish big welt seam storm pockets. Wide shirred elastic at back of waist. Average length, 25½ in. Shipping weight 3 pounds 3 ounces. State chest size small (34 to 36); medium (38 to 40); large (42 to 44); extra large (46) inches.

41 N 4211—Brown  
41 N 4208—Light green. . . \$7.77



### "Warm-up" Reversibles

Both sides in rich matching colors. Melton side of warm 24-oz. reprocessed wool. Lustrous acetate satin side resists rain, wind. White striped knit trim (35% wool, 35% cotton, 30% rayon). Snap fastened front. Average length, 25 inches. State even chest 34 to 44 inches.

41 N 2404—Maroon 41 N 2405—Navy blue  
41N2406—Green. Shpg. wt. 3 lbs. 12 oz. . . \$9.25

### All-weather Gabardine

Rayon gabardine sheds rain . . . resists wrinkles. Lined with satin finish rayon quilted to heat-holding 8-oz. reprocessed wool. Zip front. Knit cuffs and bottom (50% wool, 50% cotton). Average length, 26 inches. Shpg. wt. 3 lbs. 7 oz. State even chest size 34 to 46 inches.

41 N 4512—Gray  
41 N 4513—Tan. . . \$7.77

## Hercules Jackets and Slacks

America's Sportswear Favorites

ILLUSTRATED ON OPPOSITE PAGE

**A Corduroy Casual Coat.** The easy draping lines of a sports coat with the rugged wearability of a utility jacket. Reg. sizes  
Luxurious pinwale corduroy lined with lustrous rayon. Zip \$8.95  
front, 2-way lower pockets with flaps, flap change pocket. Padded shoulders. Av. length, 31 in. Shpg. wt. 3 lbs. 3 oz. State even chest size 34 to 46 in.  
41N4749—Maroon 41N4750—Forest (dk.) green 41N4751—Rust brown. \$8.95  
41 N 4752—Long Sizes. About 1½ in. longer in sleeves, 2 in. longer in body. Shpg. wt. 3 lbs. 6 oz. State even chest 38 to 46 in. Maroon. . . \$9.40

**B Quilted Lined Corduroy Sports Coat.** Ideal companion for Only  
"nippy" days. Fine pinwale corduroy—body lined with \$9.95  
rayon quilted to 4-oz. reprocessed wool; sleeves rayon lined.  
3-button style with 3 patch pockets plus inside pocket. Button tab at neck for colder weather. Padded shoulders. Average length, 32 inches. State even chest 34 to 44 inches.  
41N4821—Maroon 41N4822—Rust-color brown. Shpg. wt. 4 lbs. 2 oz. \$9.95

**C Corduroy Sports Coat Quilted Lined with MILIUM . . . the \$12.95**  
new metal insulated fabric that works like house insulation. Traps in body heat . . . yet allows body to "breathe." Body lined with Milium processed rayon quilted to 4-oz. reprocessed wool—sleeves with Milium processed rayon. 3 leather buttons . . . 3 patch pockets with flaps plus flap change pocket and inside pocket. Button tab at neck. Padded shoulders. Average length, 32 in. State even chest size 34 to 44 inches.  
41 N 4823—Maroon 41 N 4824—Green. Shpg. wt. 4 lbs. 6 oz. . . \$12.95

**D Campus-style Thickset Corduroy Pants.** Heavy 13-oz. cor- \$5.50  
duroy gives longer wear, greater warmth. Hollywood-style  
continuous waistband, dropped belt loops and pleats. Walde's zip fly, snap fastener at waist. Dress-type seams, bar-tacked at strain points. Boatsail drill pockets. Cuffed bottoms. Wash separately. Shpg. wt. 2 lbs. State even waist size 28 to 40 in. and inseam 29 to 34 in.; tell which is waist.  
41 N 5869—Charcoal (dark) gray 41 N 5868—Medium blue  
41 N 5867—Russet (medium) brown 41 N 5870—Dark green. . . \$5.50

### Warmly Insulated Casual Jackets

**E F Nylon Reinforced Sheen Gabardine Jackets . . . fully quilted lined.**  
Lustrous sheen gabardine (85% rayon . . . 15% Nylon). Wears longer . . . stays neater than equal weight all rayon fabrics. Insulated with 100% reprocessed wool—10-oz. weight in body . . . 6-oz. weight in sleeves—quilted under rayon lining. Padded shoulders. Zip front and cigarette pocket. Adjustable cuffs, Slash pockets. Average length, 25 inches.

**E Bomber Model.** Pile collar (100% wool face on cotton back \$11.50  
that's 28% of total) . . . moth resistant, water-repellent.  
Shirred elastic in back. Knit inner wristlets (50% wool, 50% cotton). Shipping weight 3 pounds 15 ounces.  
41 N 4577—Chestnut (dark) tan 41 N 4578—Slate (medium) gray  
41 N 4580—Skipper (dark) blue. State even chest 34 to 46 inches. . . \$11.50

**F California-style Blouse.** Smooth fitting collar. Zip front. \$9.70  
Wide shirred elastic waistband. Shpg. wt. 3 lbs. 12 oz.  
41 N 4521—Chestnut (dark) tan 41 N 4522—Slate (medium) gray  
41 N 4523—Dark green. State even chest 34 to 46 inches. . . \$9.70

**G All-weather Gabardine Casual.** One of our best sellers be- Reg. Sizes  
cause you get so much style and warmth for so little money. \$9.35  
Outer shell of tightly woven combed cotton (all short, coarse fibers removed). Fully innerlined with 8-oz. reprocessed wool quilted under rayon lining. Zip front and cigarette pocket. 2 slash pockets. Adjustable straps at waist sides. Average length, 28 inches.

**Regular Sizes.** Shipping weight 3 pounds 6 ounces. . . \$9.35  
41 N 4205—Brown. State even chest size 34 to 48 inches.  
41 N 4201—Grayish-tan 41 N 4204—Green. Even chest 36 to 46 inches.

**Tall Sizes.** Body about 1½ in. longer . . . sleeves about 2 in. longer.  
41 N 4206—Brown. Even chest 38 to 48 in. Shpg. wt. 3 lbs. 12 oz. . . \$9.55

**Large Sizes.** State chest size 50, 52, 54 inches. Shpg. wt. 4 lbs. 7 oz.  
41 N 4207—Brown only. . . 10.35

**H J Luster Twill Jackets.** Heavy 8½-oz. twill outer shell of 65% rayon \$11.95  
and 35% cotton, resists wind . . . repels rain. Fully innerlined with 10-oz. reprocessed wool quilted to rayon lining. Warm, water-repellent pile collars (100% wool face on cotton back that's 28% of total fabric). Average length, 26 in. Shpg. wt. 3 lbs. 8 oz. State even chest 34 to 46 in.

**H Luster Twill Blouse.** Padded shoulders. Zip front, security \$11.95  
pockets. Knit back, waistband, inner wristlets (50% wool, 50% cotton).  
41 N 4565—Navy blue 41 N 4566—Gray. State size. . . \$11.95

**J Popular "Bomber type" Jacket.** Zip front, 2 slash pockets. \$9.55  
Knit waistband and wristlets (50% wool, 50% cotton).  
41 N 4551—Brown 41 N 4552—Green 41 N 4556—Gray. . . \$9.55

### HOW TO MEASURE JACKETS AND PANTS

**For Jackets:** Pass tape around largest part of chest (expanded) and well up under arms. Measure over garments usually worn underneath. **For Pants:** Measure around waist with belt off; measure inseam from close up in crotch to length desired. Number of inches is your size. If . . . order next size





## Quilted lined Corduroy Sports Coats

Ideal companions for "nippy" cool days... casually comfortable for all his leisure time wear

**A**  
A casual "hit" . . .  
Practical . . . and  
handsome too.  
Only \$8.95  
Reg. sizes



Sizes for tall  
men available

**B** Quilted lined  
Only \$9.95



**C**  
Lined with  
Mittum  
quilted to  
wool  
and only  
\$12.95



Thickset  
Corduroy  
**D** \$5.50



Hercules Corduroy  
Slacks . . . sportswear  
favorites



**E** Gabardine  
Bomber model \$11.50



**F** Gabardine  
Blouse style \$9.70



**G** All-weather  
Gabardine \$9.35 Reg.  
sizes



Extra Sizes  
Available



**H** Blouse—  
Jacket \$11.95

## Hercules Luster Twill Jackets



**J** Bomber  
model \$9.55





### Warmly quilted lined

Checks are tops on the season's fashion list . . and this quilted lined short jacket is the "hit" of them all. Rayon and acetate fabric woven of 2-ply yarns . . treated to repel water . . resist wrinkles. Fully lined with 8-oz. reprocessed wool quilted to harmonizing color rayon. Zip front, 2 slash pockets. Shirred elastic across back. Coat type set-in sleeves for roomy shoulder comfort. Two-button shirt-type cuffs are adjustable. Average length, 25 inches. *State even chest size 34 to 46 inches.* Shipping weight 3 lbs. 3 oz.

41 N 4227—Brown check \$9.80  
41 N 4229—Blue check . . . . . \$9.80



### Luster Twill Surcoat

A real "chill-chasing" combination. Our finest 8½-oz. satin-back twill (35% cotton, 65% rayon) . . lined with warm pile (50% Alpaca, 50% new wool on cotton back that's 46% of total). Sleeves and 6 inches at bottom lined with plaid rayon quilted to 8-oz. reprocessed wool. Soft fur collar. Roomy bi-swing back provides free-action comfort. 2-piece detachable belt stitched down across back. Zip front and glove pocket. 2-way pockets with flaps. Knit inner wristlets (50% wool, 50% cotton). Two-button adjustable cuffs. Average length, 32 inches. Shipping weight 5 lbs. 1 oz. *State even chest size 36 to 46 inches.*

41 N 4879—Brown 41 N 4880—Blue \$15.95  
41 N 4881—Green . . . . . \$15.95



### 34-in. Storm Coat

Easy to look at . . and hard to beat for warmth and wear. Handsome outer fabric of rugged gabardine (80% rayon, 20% Nylon). Water-repellent and wind-resistant. Fully insulated with extra warm 10-oz. reprocessed wool quilted to luxurious rayon lining. Big fur collar. 3-piece belt, front sections removable . . back stitched down. Average length, 34 in. *State even chest size 36 to 46 in.*

41 N 4953—Taupe (grayish-tan) shpg. wt. 4 lbs. 15 oz. . . \$18.50



### Zip Liner Surcoat

Zip in the lining for a jacket warm enough for winter's worst . . zip out lining and collar for a smart rayon lined mild weather casual. Lining of heavy rayon quilted to warmth-without-weight Intercel. Has fur collar for ear and neck protection, and knit wristlets (50% wool, 50% cotton). Rayon gabardine shell is fortified with 20% Nylon . . crease-resistant and water-repellent even after cleaning. Zip front, 4 flap pockets. Average length, 32 inches. Shpg. wt. 4 lbs. 12 oz. *State even chest size 36 to 44 inches.*

41 N 4860—Dk. blue (gray lining). \$25.50



DOUBLE QUILTED  
OVER SHOULDERS  
FRONT AND BACK



### Extra long Walking Coats . . resist wind and rain . . warmly quilted lined

A Ideal winter companion for men of any age. Roomy raglan sleeves for free-action comfort. Water-repellent gabardine packs seasons of extra wear because it's made of finest combed cotton yarns woven 2-ply on the wearing surface. Fully insulated with extra warm 10-oz. wt. 100% reprocessed wool quilted under high count rayon-satin. Fly front with zipper . . snap fastener at bottom. Detachable 3-piece belt, elastic inserts at sides. Knit inner wristlets (50% wool, 50% cotton). 2-way flap pockets. Average length, 33 inches. *State even chest size 36 to 46 inches.* Shipping weight 5 lbs. 8 oz.

41 N 4842—Forest (dark) green 41 N 4840—Medium tan \$19.50

### Double shoulder for extra protection

B Lustrous rayon sheen gabardine is Zelan treated to repel water . . fights off wrinkles. Lined throughout with 10-oz. pure wool quilted to smooth high count rayon. Double quilted over shoulders, front and back, with 4 oz. wool . . actually 14 oz. of quilted wool protection where it's needed most. Easy working zipper front. Full belt with tunnel loops at sides. Two large slash pockets. Average length, 33 inches. Shipping weight 4 lbs. 3 oz. *State even chest size 36 to 46 inches.* This coat is full cut and designed to be worn over a suit coat. If you do not plan to wear in this manner, order one size smaller than your normal size.

41 N 4960—Medium gray 41 N 4959—Chestnut (med.) brown \$17.50



For a present with a warm future give him a  
**HERCULES JACKET** in this amazingly rugged fabric



Developed especially for Admiral Byrd's Antarctic expeditions . . . for protection, wear and comfort

**Protection.** Extra close weave turns away icy winds . . . Cravenette treated to repel water even after cleaning. Moisture actually tightens the fabric for greater repellency.

**Wear.** Extremely high count weave of 2-ply combed cotton yarns for extra long wear.

**Comfort.** Although tightly woven and sturdy . . . it's constructed in such a way as to allow the body to "breathe." Smooth and flexible for an easy action fit.

**Good Looks.** One of the handsomest fabrics we've seen . . . Mercerized for lasting luster.

"I've seen Byrd cloth perform under all weather conditions. There's nothing finer for all-weather comfort and protection."

*Ree Byrd*  
 Rear Admiral,  
 U.S.N. (Rtd.)



**Extra long Surcoat lined with duPont "Fiber E" fleece**

A gift that any man would welcome. Super tough water-repellent Byrd Cloth lined with soft fleece made of duPont's "Fiber E" rayon fleece (warmer than equal weight all wool mackinaw cloth . . . mothproof). 12 inches at bottom and sleeves lined with 10-oz. reprocessed wool quilted under premium grade high count rayon satin. Water-repellent pile collar (100% wool face on cotton back that's 28% of total fabric). Zip fly front. Two lower 2-way pockets and zip change pocket. Knit inner wristlets (50% wool, 50% cotton). Average length, 34 inches. Shipping wt. 6 lbs. 2 oz. *State even chest size 36 to 46 inches.*

41 N 4889—Deep brown 41 N 4888—Medium tan. . . \$24.50

**HOW TO MEASURE JACKETS**

[1] Measure with chest expanded. [2] Measure over garments usually worn underneath. [3] Pass tape around largest part of chest well up under arms and over shoulder blades in back. [4] Number of inches is your size, if between sizes order next larger size. If possible, have someone else measure.



**Quilted lined Blouse Model**

New Byrd Cloth jacket in the popular blouse style he likes so much . . . and it's quilted lined for snug comfort. Concealed elastic extends  $\frac{3}{4}$  way around bottom. Zipper front. Two lower slash pockets with wide welt—small slash change pocket on right. Shirt-type, 2-button adjustable cuffs. Padded shoulders. Warmly lined with 8-oz. reprocessed wool quilted under rayon satin. Average length, 25 inches. Shipping weight 3 pounds 3 ounces. *State even chest size 34 to 46 inches.*

41 N 4525—Dark green 41 N 4526—Tan. . . \$12.95



**Surcoat with warm quilted lining**

Latest surcoat style in robust Byrd cloth. Insulated with warm 10-oz. 100% reprocessed wool inner-lining quilted under high count rayon satin. Smooth fitting self collar, padded shoulders. Zipper front, 3-piece detachable belt. Two lower, 2-way pockets, chest pocket has snap fastened flap. Knit inner wristlets (50% wool, 50% cotton). Average length, 32 inches. *State even chest size 36 to 46 inches.* Shipping weight 4 pounds 5 ounces.

41 N 4846—Medium tan \$19.50  
 41 N 4847—Dark (forest) green. . . \$19.50



One-piece circle shoulder

**New circle shoulder Model**

Rugged Byrd Cloth with quilted lining. New circle shoulder allows greater arm and shoulder freedom—1-piece of fabric covers entire shoulder area. Zip front with two concealed slash pockets. Elastic waistband at back. Knit collar and wristlets of 50% wool, 50% cotton. Lined with warm 8-oz. reprocessed wool quilted under highest quality rayon satin. Average length, 24 in. Shipping weight 3 pounds 4 ounces. *State even chest size 36 to 46 inches.*

41 N 4220—Skipper (dark) blue \$14.35  
 41 N 4221—Bay (light) green. . . \$14.35





A \$19.95



Zip  
Liners



B \$10.70



Luster  
Twill



C Sheen Reg. Gabardine Sizes \$11.40



D Sheen Gabardine \$12.50



E Rayon, Nylon Gabardine \$15.50

# WOOLENS .. FOR WORK .. SPORTS OR LEISURE



F Water-repellent \$7.65  
36 .. SEARS-ROEBUCK CMNE



G Campus-style melton Coat .. quilted lined \$9.70



H Wool melton Surcoat Quilted lined \$14.90



J Nylon reinforced \$13.30



# Gifts to Warm Him

JACKETS BELOW SHOWN ON OPPOSITE PAGE



**A** He can wear this smart jacket every season of the year. **\$19.95**  
In seconds it's ready for winter's worst. Just zip in the lining of long lasting rayon quilted to warm 8-oz. pure wool. Zip out the lining and it's an easy-draping casual for milder weather. 16-oz. rayon sheen gabardine, treated to resist rain and fight off wrinkles even after cleaning. Dressy padded shoulders with ample room for free action. Smooth working zippers on front and 2 upper slash pockets. Large lower saddle pockets with flaps. Front sections of three piece belt are detachable. Average length, 31 inches. *State even chest size 36 to 46 in.*  
41 N 4843—Gray, maroon lining 41 N 4844—Teal blue, maroon lining  
41 N 4845—Chestnut (med.) brown, green lining. Shpg. wt. 4 lbs. 8 oz...\$19.95

**B** Luster Twill Surcoat. Will give warmth and comfort for seasons to come. Heavy 8½-oz. twill outer shell tightly woven of 65% rayon and 35% cotton... wind resistant... water-repellent even after cleanings. Fully insulated with 100% 10-oz. reprocessed wool inner lining quilted to lustrous rayon lining. Deep warm wool pile collar (100% wool face on cotton back that's 28% of total). Zip front, 2 lower slash pockets. Shirred elastic at waist sides, buckle belt stitched down in back. Knit inner wristlets (50% wool, 50% cotton). Average length, 31 in. Shpg. wt. 4 lbs. 9 oz. *State even chest size 36 to 46 in.*  
41 N 4852—Green 41 N 4851—Tan 41 N 4855—Navy blue...\$10.70

**C** A luxury gift with a small price tag. Lustrous rayon sheen gabardine is rain-repellent, wrinkle-resistant even after cleaning. Innerlined with warm 100% reprocessed wool—10-oz. weight in body, 6-oz. weight in sleeves—quilted under rayon. Padded shoulders, underarm perspiration guards. Zip front, cigarette pocket. 2-way saddle pockets with flaps. Adjustable tab on sleeves and at sides. Average length, 32 in. Shipping weight 3 pounds 5 ounces. *State even chest size 36 to 46 inches.*  
41 N 4833—Chestnut (dark) tan 41 N 4834—Slate (medium) gray  
41 N 4835—Dark green...\$11.40  
Long Sizes. Body about 1½ in. longer, sleeves 2 in. Shpg. wt. 3 lbs. 8 oz.  
41 N 4837—Chestnut (dark) tan. *State even chest size 38 to 48 in.*...\$12.40

**D** Sheen Gabardine Surcoat. Hard to beat in style and beauty at this low price. Rayon sheen gabardine fully insulated with 100% reprocessed wool—10-oz. weight in body, 8-oz. weight in sleeves—quilted under rayon. Warm wool pile collar (100% wool face on cotton back that's 28% of total fabric). Padded shoulders. 32 in. long. 2 lower 2-way pockets. Detachable belt buttons over elastic inserts at sides. Knit inner wristlets (50% wool, 50% cotton). Shpg. wt. 4 lbs. 5 oz. *State even chest size 36 to 46 inches.*  
41 N 4874—Slate (med.) gray 41 N 4873—Tan 41 N 4875—Dark green...\$12.50

**E** Nylon Reinforced Gabardine Surcoat. All-weather shell of 85% rayon, 15% nylon... water-repellent... wind and wrinkle-resistant. Big and soft, warm fur collar. Insulated with warm 8-oz. reprocessed wool quilted under rayon. Free action bi-swing back. Zip front and large vertical chest pocket, 2-way lower pockets. Padded shoulders. Knit inner wristlets (50% wool, 50% cotton). Elastic waist inserts, belt with tunnel loops. Average length, 32 inches. Shpg. wt. 4 lbs. 10 oz. *State even chest size 36 to 46 inches.*  
41 N 4877—Green 41 N 4876—Tan 41 N 4878—Blue...\$15.50

**F** Nylon Reinforced Wool Surcoat. 20-oz. pure wool interwoven with 10% nylon. Tests show it outwears similar weight woolens. Processed to resist rain. Zip front, 2 lower 2-way pockets with flaps. Coat-type, set-in sleeves for roomy fit. Rayon shoulder yoke. Plain cuffs with button trim. Unlined. Inside seams taped... no rough edges. Average length, 30 inches. Shipping weight 3 pounds 5 ounces. *State chest size small (34-36); medium (38-40); large (42-44); extra large (46-48) inches.*  
41 N 2622—Brown and white fancy plaid 41 N 2624—Red and white fancy plaid  
41 N 2623—Green and white fancy plaid...\$7.65

**G** Campus-style Leisure Coat. It's warm... it's stylish... it's casual... it's practical and it's priced to ease your Christmas budget. **\$9.70**  
Rich textured outer fabric of warm 24-oz. reprocessed wool melton. Insulated with heat-holding 6-oz. reprocessed wool quilted under lustrous rayon lining. Actually 2 layers of wool protection. Contrasting snap fasteners on front and contrasting piping on sleeves. Knit wristlets of 50% cotton, 25% wool, 25% rayon. Two lower "handwarmer" pockets. Average length, 30 inches. Shipping weight 5 pounds 5 ounces. *State even chest size 34 to 46 inches.*  
41 N 2821—Navy blue 41 N 2822—Green 41 N 2820—Maroon...\$9.70

**H** Quilted Lined Woolen Surcoat. You get double protection in this handsome "chill-chaser." Outer shell of heavyweight 24-oz. reprocessed wool melton keeps out cold and dampness. Insulated with 8-oz. reprocessed wool inner lining quilted under rayon that holds body heat in. Big fur collar turns up around neck. Zip front with all-around removable belt (safety holders on side loops). Knit inner wristlets. Big 2-way lower pockets. Average length, 32 inches. *State even chest size 36 to 46 inches.*  
41 N 2854—Med. green 41 N 2853—Dk. brown. Shpg. wt. 4 lbs. 5 oz...\$14.90

**J** Nylon Reinforced Mackinaw... fully quilted lined for double warmth. **\$13.30**  
Outer fabric of finest pure wool blended with 10% Nylon... has 35 to 50% more wear resistance than equal weight woolens. Fully lined with lustrous rayon quilted to warm 8-oz. reprocessed wool. Carefully tailored in rich colors for work, sports or dress. Interlined collar and lapels for shape retention. Big notched collar, full cut sleeves and armholes. Two upper muff pockets, 2 lower flap pockets. 3-piece removable belt. Smooth fitting one-piece back. Average length, 32 inches. Shipping weight 5 lbs. 10 oz. *State even chest size 36 to 48 inches.*  
41 N 2962—Blue plaid 41 N 2963—Maroon plaid  
41 N 2961—Brown plaid...\$13.30



## Quilted Lined Gabardine

Not high in price, but you get plenty of premium extras in this husky. Outer shell is 2x1-ply combed cotton gabardine (all short coarse fibers removed and woven 2-ply on the wearing surface). Treated to shed rain. Fully lined with rayon box quilted to warm reprocessed 8-oz. wool. Big 2-way saddle pockets (2 slash, 2 with flaps). Built-in padded shoulders, adjustable tabs at waist. Zip front. Average length, 31 in. Shipping weight 3 pounds 4 ounces. *State even chest size 36 to 46 inches.*  
41 N 4804—Brown  
41 N 4805—Medium tan...\$9.95



## Hip-length Reversible

One of the season's latest models... styled in the campus manner. The service of 2 smart coats in one. Melton side of warm 24-oz. reprocessed wool... reverses to lustrous acetate satin side in matching color... resists rain and wind. Roomy raglan shoulders. White piping down sleeves and on pockets. White striped knit cuffs (50% wool, 50% cotton). White snap fasteners on front. Slash pockets. Average length, 30 inches. Shipping weight 4 pounds 8 ounces. *Please state even chest size 34 to 46 inches.*  
41 N 2712—Maroon melton and acetate  
41 N 2714—Green melton and acetate  
41 N 2715—Black, scarlet acetate...\$11.40



## Warm Reversible Surcoat

Changes with the weather... gives extra warmth... extra protection. One side of 20-oz. pure wool harmonizing overplaid. Reverses to Zelan treated cotton poplin water-repellent (even after cleaning). Both sides have zip front and "handwarmer" slash pockets. Coat type set-in sleeves. Average length, 30 inches. Shipping weight 3 lbs. 5 oz. *State even chest size 36 to 46 inches.*  
41 N 2704—Tan poplin, tan plaids  
41 N 2705—Navy blue poplin, blue plaid  
41 N 2706—Green poplin, green plaid...\$10.95



## Motorcycle Jacket

Tough, lustrous 8½-oz. satin back twill of 65% rayon and 35% cotton... water-repellent... wind-resistant. Fully lined with rayon quilted to 8-oz. reprocessed wool. Detachable fur collar snaps on or off regular collar. Metal snaps hold down collar, lapels, cigarette pocket flap and epaulet straps. Zippers on 7-inch map pocket, glove pockets and gusset cuffs. Bi-swing action back. Average length, 24 inches. Shipping weight 4 pounds. *State even chest size 34 to 46 inches.*  
41 N 4251—Green 41 N 4252—Black...\$14.50

**HOW TO MEASURE JACKETS:** Always measure to be sure of a correct fit. [1] Measure with chest expanded. [2] Pass tape around largest part of chest and over most protruding part of shoulder blades, well up under arms. [3] Measure over garments usually worn underneath, such as a sweater. [4] Number of inches is your size... if between sizes, please order next larger size.





**B** Corduroy  
\$19.50

**SUPER WARM**  
**Sheeplined**  
**COATS AND JACKETS**

**A** Reduced Moleskin \$15.44



For sub-zero weather,  
you can't beat sheep-  
skin... only top grade  
pelts, selected for  
their thick curly wool,  
are used by Sears

40-inch  
\$21.00  
48-inch  
\$27.35

**HERCULES**  
THE RIGHT WAY  
TO SAY  
**WORK  
CLOTHING**

**C** Natural Pelt  
Extension Vest  
\$9.50



**D** Moleskin  
\$14.60

### Mackinaws in corduroy or moleskin cloth

Heavyweight outer fabrics resist wind, snags and wear. Sheeplined body—sleeves lined with warm blanket cloth (40% reused wool, 60% cotton). Knit inner wristlets. Big, soft, dark brown fur collar. Double breasted model with all-around belt. Upper pockets and lower flap pockets leather reinforced. Average length, 36 in. *State even chest* 36 to 48 in.

**A** Strong Cotton Moleskin. Tightly woven... strongly stitched. Shpg. wt. 5 lbs. 3 oz. 41 N 1595—Dark brown. *Was* \$16.50... \$15.44

**B** Heavy Thickset Corduroy (13-oz. per sq. yd.) Shpg. wt. 5 lbs. 2 oz. *State chest size.* 41 N 1596—Dark brown... \$19.50

### Warm sheeplined Ulster in 40 or 48 inch length

Brawny and handsome. From the big brown fur collar to the very bottom it defies sub-zero weather. Brown cotton moleskin cloth takes rugged wear—sheepskin lined body... sleeves lined with warm blanket cloth (40% reused wool, 60% cotton). Knit cotton inner wristlets. Full cut double breasted style with all-around belt. Four reinforced pockets (2 upper muff type, 2 lower flap). Extra layer of moleskin cloth extends from below pelt to bottom for greater protection. *State even chest size* 36 to 48 inches.

41 N 1597—40-in. Shpg. wt. 6 lbs. 8 oz. \$21.00  
41 N 1598—48-in. Shpg. wt. 7 lbs. 6 oz. \$27.35

### Sheeplined Extension Vest

**C** Natural Pelt Vest. Selected sheepskin pelts extend clear to edges all around. Extension in back reaches to 25½ inches for extra protection. Patch pockets of similar pelts, reinforced at corners with rivets that are strongly anchored on inside. Full zipper front. Taped outside edges. *State chest size* small (34-36); medium (38-40); large (42-44); extra large (46) inches. Shipping weight 1 lb. 10 oz. 41 N 1502—Natural pelt... \$9.50

### Moleskin B-15 bomber type

**D** A real cold weather "knock-about"... ideal for work or sports. Heavy cotton moleskin lined with thick sheepskin—sleeves lined with warm blanket cloth (40% reused wool, 60% cotton). Warm fur collar. Zip front, reinforced slash pockets. Knit cuffs, waistband of 50% wool, 50% cotton. Moleskin cloth inside facings. Average length, 26 in. *State even chest* 36 to 48 in. Shpg. wt. 4 lbs. 3 oz. 41 N 1555—Seal(dark) brown \$14.60



### Super Warm B-9 Hooded Parka Coat

\$22.95 \$2.50  
Cash Down

Every feature packed full of warmth and wear. Heavy 9-oz. combed cotton twill outer fabric is Zelan treated to repel water. Body and sleeves lined with warm 16-oz. reprocessed wool quilted under rayon. Hood and chin strap lined with warm fur. Zip front, with overlapping button fly. Two upper storm pockets, 2 lower flap pockets. Knit inner wristlets of 50% wool, 50% cotton. Average length, 33 inches. Shipping weight 3 pounds 3 ounces. *State even chest size* 36 to 48 inches. 41 N 4964—Olive drab \$22.95

**How to Measure Jackets:** (1) Measure with chest expanded. (2) Pass tape around largest part of chest, well up under arms. (3) Measure over garments usually worn underneath. (4) Number of inches is your size. *If between sizes, order next larger size. Always measure.*



\$9.90  
Reg. size



Warm 33-oz. Woolen Melton Mackinaw. Tightly woven of 100% reprocessed wool. Body lined with plaid cotton flannel, cotton twill in sleeves. Belt stitched down in back, front sections removable. Average length, 32 in. *State even chest* 34 to 48 inches. 41 N 2901—Navy blue. Shpg. wt. 5 lbs. 7 oz. \$9.90  
41 N 2902—Tall Sizes. Avg. length, 34 in. *State even chest* 38 to 48 in. Shpg. wt. 5 lbs. 15 oz. \$11.90  
41 N 2903—Large Sizes. Avg. length, 32 in. *State chest size* 50, 52, 54 in. Shpg. wt. 6 lbs. 10 oz. \$12.65

\$13.90



Navy-style Deck-type Jacket... it's rugged and warm. Outer fabric of 9-oz. vat-dyed combed cotton sateen. Zelan treated to repel water. Fully lined with warm pile (50% wool, 50% Alpaca on cotton back that's 46% of total). Zip front with button fly... drawstring at bottom. Knit wristlets (50% wool, 50% cotton). Average length, 28 inches. *State even chest* 36 to 48 inches. Shpg. wt. 3 lbs. 8 oz.



# Greatest Christmas Silverplate

Sets and open Stock  
Prices Cut 15% to 50%



Save \$2.55 on  
26-pcs. in Chest  
Was \$16.95  
**\$14.40**

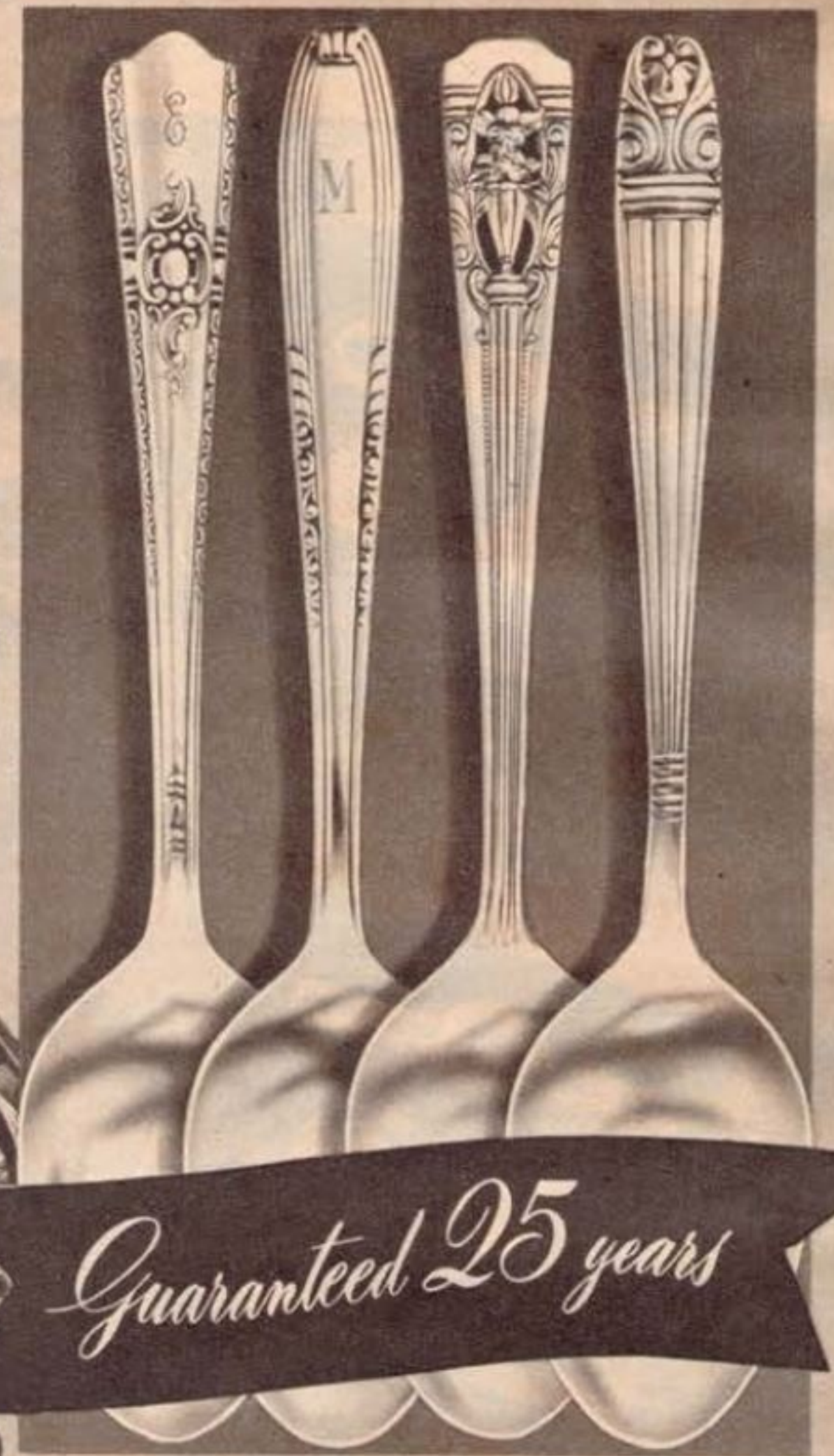
HARMONY HOUSE  
**AA+ Silverplate**

Save \$3.15 on  
34-pcs. in Chest  
Was \$20.95  
**\$17.80**



Save \$4.88 on 57-pcs. in Chest **\$27.62**  
Was \$32.50 NOW \$3.00 Down

Save \$8.65 on 81-pcs. in Chest **\$34.60**  
Was \$43.25 CUT 20% \$3.50 Down



*Guaranteed 25 years*

MAYTIME SERENADE CLASSIC FILIGREE DANISH QUEEN  
Made in U.S.A.

Laboratory Tests proved AA+ Silverplate (by R. Wallace & Sons) has 75% more silver than standard A-1. Knives and forks are regular or grille (longer handles, shorter blades, tines). Knives have hollow handles, stainless steel blades. PLEASE NOTE: No charge for engraving (page 73). State engraving style number, print initial. Classic Filigree and Danish Queen cannot be engraved. Merchandise correctly engraved may not be returned. NO C.O.D. ORDERS.

## Save \$2.55 on 26-pc. Set

6 Teaspoons 6 Dinner Knives 6 Dinner Forks  
6 Oval Soup Spoons 1 Butter Knife 1 Sugar Spoon  
Setting for 6 with 90-pc. walnut-finished wood chest lined in anti-tarnish green cotton duvetyn. 15x11½x3½ inches. Please state pattern.  
4 N R7860M—Regular. Shpg. wt. 7 lbs. Save 15% \$14.40  
4 N R7861M—Grille. Shpg. wt. 7 lbs. Save 15% 14.40

## Save \$4.88 on 57-pc. Set

16 Teaspoons 8 Knives 8 Forks 8 Oval Soup Spoons  
8 Salad Forks 3 (serving) Tablespoons 1 Butter Knife  
1 Sugar Spoon 1 Cold Meat Fork 1 Berry Spoon  
1 Gravy Ladle 1 Popular Pierced Pastry Server  
Do Luxe Service for 8. Handsome 125-pc. walnut grain wood chest, lined with anti-tarnish red cotton duvetyn to keep her silver bright. 19x11½x3½ in. State pattern.  
4NR7884M—Regular. Shpg. wt. 12 lbs. Save 15%... \$27.62  
4NR7885M—Grille. Shpg. wt. 12 lbs. Save 15%... 27.62

## Save \$3.15 on 34-pc. Set

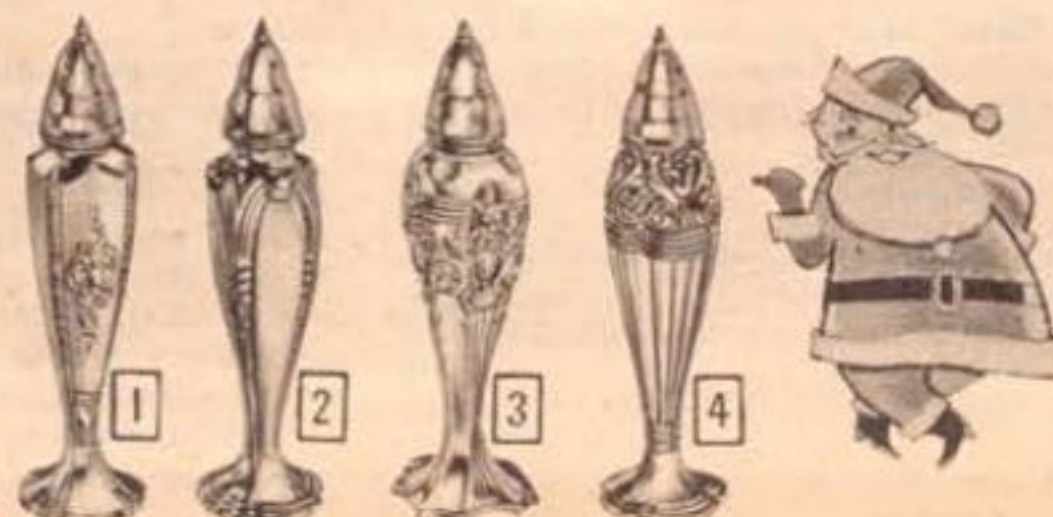
8 Teaspoons 8 Dinner Knives 8 Dinner Forks  
8 Oval Soup Spoons 1 Butter Knife 1 Sugar Spoon  
Basic Setting for 8. 90-pc. walnut-finished wood chest, anti-tarnish green cotton duvetyn lining. 15x11½x3½ in. Please state pattern.  
4NR7880M—Regular. Shpg. wt. 8 lbs. Save 15%... \$17.80  
4NR7881M—Grille. Shpg. wt. 8 lbs. Save 15%... 17.80

## Save \$8.65 on 81-pc. Set

24 Teaspoons 12 Knives 12 Forks 12 Oval Soup Spoons  
12 Salad Forks 3 (serving) Tablespoons 1 Butter Knife  
1 Sugar Spoon 1 Cold Meat Fork 1 Berry Spoon  
1 Gravy Ladle 1 Popular Pierced Pastry Server  
Complete Service for 12. It comes in smart 125-pc. walnut-grained wood chest lined with anti-tarnish red cotton duvetyn. 19x11½x3½ in. Please state pattern.  
4 N R7888M—Regular. Shpg. wt. 14 lbs. Save 20%... \$34.60  
4 N R7889M—Grille. Shpg. wt. 14 lbs. Save 20%... 34.60

## Matching Shakers CUT 30%

Striking silverplated salt and pepper shakers to match HER pattern. Never need polishing... just wipe with damp cloth. 5½ in. tall. State pattern: (1) Maytime (2) Serenade (3) Classic Filigree (4) Danish Queen. Nicely boxed, ready for gifts. Price includes 20% Federal Excise Tax.  
4 N 8869ME—Shipping weight 1 lb. 5 oz.  
Pair Was \$2.69... Now \$1.88



## Sale of Open Stock

And such a sale... prices SLASHED from 15% to full 50%. Bonus too of an anti-tarnish chest at no extra cost to you IF you build your order of Open Stock below to \$32.50 or more. For single pieces divide by 6. State pattern.

### Prices SLASHED 50%

State Pattern	Catalog No.	Wt.	Were	Now
Cream Soup Spoons...	4 N R7802M	10 oz.	6 for \$3.25	6 for \$1.62
Iced Drink Spoons...	4 N R7805M	8 oz.	6 for 3.25	6 for 1.62
Butter Spreaders...	4 N R7841M	8 oz.	6 for 3.25	6 for 1.62
Cocktail Forks...	4 N R7821M	6 oz.	6 for 3.25	6 for 1.62
Sugar Spoon...	4 N R7807M	3 oz.	Ea. .60	Ea. .30
Pierced Round Server	4 N R7847M	6 oz.	Ea. 1.00	Ea. .50

### Prices REDUCED 30%

		Were	Now
Tablespoons...	4 N R7803M	15 oz. 6 for \$3.75	6 for \$2.62
Pierced Pastry Server...	4 N R7846M	5 oz. Ea. 1.25	Ea. .87
Berry Spoon...	4 N R7811M	6 oz. Ea. 1.25	Ea. .87
Cold Meat Fork...	4 N R7827M	7 oz. Ea. 1.25	Ea. .87
Gravy Ladle...	4 N R7810M	5 oz. Ea. 1.25	Ea. .87
Jelly Server...	4 N R7829M	3 oz. Ea. .75	Ea. .52
Coffee Spoons...	4 N R7806M	6 oz. 6 for 1.60	6 for 1.12
Butter Knife...	4 N R7843M	3 oz. Ea. .60	Ea. .42

### Prices REDUCED 15%

		Were	Now
Teaspoons...	4 N R7800M	8 oz. 6 for \$1.85	6 for \$1.57
Oval Soup Spoons...	4 N R7801M	11 oz. 6 for 3.50	6 for 2.97
Round Soup Spoons...	4 N R7804M	11 oz. 6 for 3.50	6 for 2.97
Salad Forks...	4 N R7819M	7 oz. 6 for 3.50	6 for 2.97
Reg. Dinner Knives...	4 N R7832M	15 oz. 6 for 6.75	6 for 5.73
Reg. Dinner Forks...	4 N R7818M	12 oz. 6 for 3.50	6 for 2.97
Grille Dinner Forks...	4 N R7815M	12 oz. 6 for 3.50	6 for 2.97
Grille Dinner Knife...	4 N R7831M	15 oz. 6 for 6.75	6 for 5.73
Steak Knives...	4 N R7830M	15 oz. 6 for 7.50	6 for 6.37



# Sale in Our History

Slashed to the Bone  
from Our Big Fall Catalog



PERSONALITY SWEETHEART SONATA MORNING GLORY



Save \$7.40 on  
26-pcs. in Chest  
Was \$37.00  
NOW  
\$29.60 \$3.00  
Cash Down

HARMONY HOUSE  
Quadruple Silverplate

Save \$9.00 on  
34-pcs. in Chest  
Was \$45.00  
NOW  
\$36.00 \$4.00  
Cash Down



Save \$11.35 on  
52-pcs. in Chest  
Was \$56.75  
NOW \$45.40 \$5.00  
Cash Down

Save \$20.00 on  
76-pcs. in Chest  
Was \$80.00  
CUT 25% \$60.00 \$6.00  
Cash Down

## Sale of Open Stock

Just look at these savings . . . almost  $\frac{1}{2}$  of all items are slashed 50%. Bonus gift too of a \$8.90 anti-tarnish chest at no extra cost to you if your Open Stock order below totals \$56.75. For single pieces divide by 6. State Pattern.

### Prices SLASHED 50%

State Pattern	Catalog No.	Were	Now	Wt.
Cocktail Forks	4N R8021M	6 for \$7.00	6 for \$3.50	6 oz.
Fruit Spoons	4N R8008M	6 for 4.75	6 for 2.37	6 oz.
Cream Soup Spoons	4N R8002M	6 for 7.00	6 for 3.50	9 oz.
Round Soup Spoons	4N R8004M	6 for 7.00	6 for 3.50	12 oz.
Pierced Pastry Server	4N R8046M	Ea. 2.50	Ea. 1.25	9 oz.
Large Berry Spoon	4N R8011M	Ea. 2.50	Ea. 1.25	9 oz.
Cold Meat Fork	4N R8027M	Ea. 2.50	Ea. 1.25	7 oz.
Gravy Ladle	4N R8010M	Ea. 2.50	Ea. 1.25	8 oz.
Jelly Server	4N R8029M	Ea. 1.50	Ea. .75	3 oz.
Pierced Server	4N R8047M	Ea. 2.00	Ea. 1.00	3 oz.
Iced Drink Spoons	4N R8005M	6 for 7.00	6 for 3.50	7 oz.

### Prices REDUCED 30%

State Pattern	Catalog No.	Were	Now	Wt.
Butter Knife	4N R8043M	Ea. \$1.25	Ea. .87	3 oz.
Sugar Spoon	4N R8007M	Ea. 1.25	Ea. .87	8 oz.
Tablespoons	4N R8003M	6 for 7.50	6 for 5.25	1 lb. 1 oz.
Coffee Spoon	4N R8006M	6 for 3.50	6 for 2.45	6 oz.

### Prices REDUCED 20%

State Pattern	Catalog No.	Was	Now	Wt.
Teaspoons	4N R8000M	6 for \$3.75	6 for \$3.00	8 oz.
Oval Soup Spoons	4N R8001M	6 for 7.00	6 for 5.60	12 oz.
Reg. Dinner Knives	4N R8032M	6 for 13.95	6 for 11.16	1 lb. 1 oz.
Reg. Dinner Forks	4N R8018M	6 for 7.00	6 for 5.60	14 oz.
Grille Dinner Knives	4N R8031M	6 for 13.95	6 for 11.16	1 lb. 1 oz.
Grille Dinner Forks	4N R8015M	6 for 7.00	6 for 5.60	14 oz.
Steak Knives	4N R8030M	6 for 18.75	6 for 15.00	1 lb. 1 oz.
Salad Forks	4N R8019M	6 for 7.00	6 for 5.60	9 oz.
Butter Spreaders	4N R8041M	6 for 7.00	6 for 5.60	9 oz.

Order regularly—get your catalogs regularly

Another 4 STAR Feature because regardless of name or price we know of no finer silverplate . . . and it has FOUR times plating of standard A-1 plate. Knives and forks are regular or grille (longer handles, shorter blades and tines). Knives have hollow handles and finest hand forged stainless steel blades.

REMEMBER . . . no charge for engraving (see page 73). State engraving style number, print HER Initial. If correctly engraved may not be returned. NO C.O.D. ORDERS.

### Save \$7.40 on 26-pc. Set

6 Teaspoons 6 Dinner Knives 6 Dinner Forks  
6 Oval Soup Spoons 1 Butter Knife 1 Sugar Spoon  
Service for 6. 150-pc. anti-tarnish wood chest in dark or blonde mahogany finish. 17x11 $\frac{1}{2}$ x3 $\frac{1}{2}$  in. State chest finish and pattern.  
4N R8076M—Regular. Shpg. wt. 10 lbs. Save 20% \$29.60  
4N R8077M—Grille. Shpg. wt. 10 lbs. Save 20% 29.60

### Save \$11.35 on 52-pc. Set

16 Teaspoons 8 Dinner Knives 8 Dinner Forks  
8 Oval Soup Spoons 8 Salad Forks 1 Butter Knife  
2 (Serving) Tablespoons 1 Sugar Spoon  
DeLuxe Service for 8. 150-pc. hardwood anti-tarnish chest in dark or blonde mahogany finish with expensive cotton velvet lining. 17x11 $\frac{1}{2}$ x3 $\frac{1}{2}$  in. State chest finish, pattern.  
4N R8092M—Regular. Shpg. wt. 12 lbs. Save 20% \$45.40  
4N R8093M—Grille. Shpg. wt. 12 lbs. Save 20% 45.40

### Save \$9.00 on 34-pc. Set

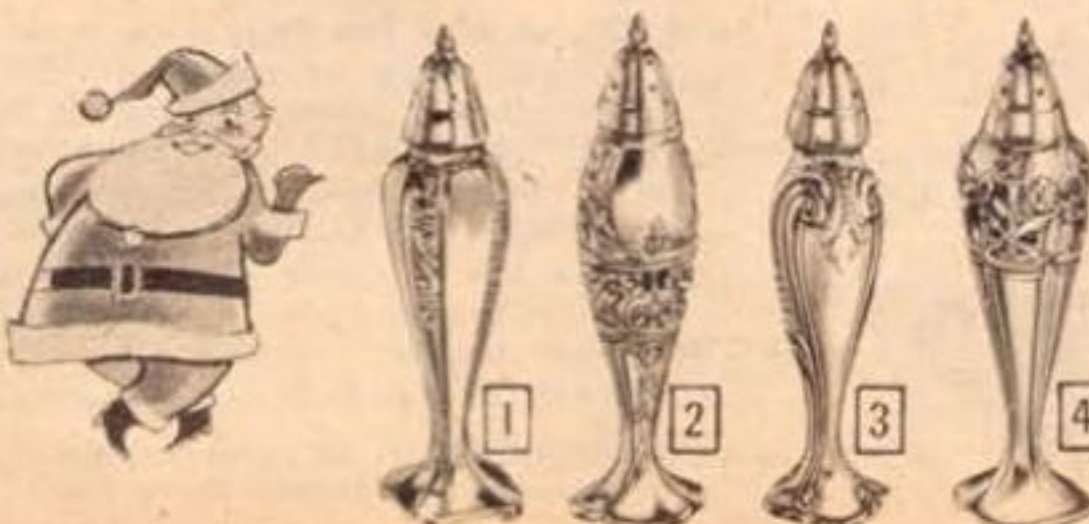
8 Teaspoons 8 Dinner Knives 8 Dinner Forks  
8 Oval Soup Spoons 1 Butter Knife 1 Sugar Spoon  
Basic Service for 8. 150-pc. anti-tarnish wood chest in dark or blonde mahogany finish. 17x11 $\frac{1}{2}$ x3 $\frac{1}{2}$  in. State chest finish and pattern.  
4N R8066M—Regular. Shpg. wt. 11 lbs. Save 20% \$36.00  
4N R8067M—Grille. Shpg. wt. 11 lbs. Save 20% 36.00

### Save \$20.00 on 76-pc. Set

24 Teaspoons 12 Dinner Knives 12 Dinner Forks  
12 Oval Soup Spoons 12 Salad Forks 1 Butter Knife  
2 (Serving) Tablespoons 1 Sugar Spoon  
Complete Service for 12. If her setting is traditional select deep mahogany hardwood anti-tarnish chest . . . if it's modern, blonde is right. State chest finish, silver pattern.  
4N R8064M—Regular. Shpg. wt. 15 lbs. Save 25% \$60.00  
4N R8065M—Grille. Shpg. wt. 15 lbs. Save 25% 60.00

### Matching Shakers CUT 30%

Beautiful Salt and Pepper Shakers quadruple silverplated then triple lacquered. **\$3.15**  
Never need polishing . . . simply wipe with damp cloth. 5 $\frac{1}{2}$  in. tall. State pattern: (1) Personality (2) Sweetheart (3) Sonata (4) Morning Glory. Nicely boxed for gifts. Price includes 20% Fed. Excise Tax.  
4N R8870ME—Shipping weight 1 lb. 5 oz.  
Pair Was \$4.50 . . . . . Now \$3.15







## Our Finest Silverplated Tea-Coffee Service

Buy Set and Save 10%  
over Separate Prices



### Lavish "Princess Elizabeth" Border

Extra heavy silver over copper. Hand-applied, hand cut border. 9-cup coffee pot 10 in. 7-cup teapot 9 in. Sugar, creamer each 5½ in. Tray 23½x14 in. with handles. SAVE \$7.15 on 5-pcs. Shpg. wt. 22 lbs.  
4 N 08822KME..... Now \$64.20

Save \$5.55. 4 pieces... without Teapot.  
4 N 08823ME-Shpg. wt. 15 lbs. \$49.85  
4 N 8825ME-Coffee Pot. 4 lbs. 15.95  
4 N 8838ME-Teapot. Wt. 3 lbs. 15.95  
2-pc. Sugar and Creamer Set  
4 N 8830ME-Shpg. wt. 2 lbs. 15.95  
4 N 08836ME-Tray. Wt. 8 lbs. 23.50

### Hand-crafted Shell and Gadroon Border

Luxurious border on heaviest silver over heaviest copper. 10-cup coffee pot is 10 in. tall. 8-cup teapot 9 in. Sugar is 5½ in. tall. Creamer 4¾ in. Large tray is 23½x14 in. with handles.  
SAVE \$7.75 on 5-pcs. Shpg. wt. 22 lbs.  
4 N 08740KE..... Now only \$69.60

Save \$6.00. 4 pieces... without Teapot.  
4 N 08741ME-Shpg. wt. 17 lbs. \$53.40  
4 N 8742ME-Coffee Pot. Wt. 4 lbs. 17.95  
4 N 8743ME-Teapot. Shpg. wt. 4 lbs. 17.95  
2-pc. Sugar and Creamer Set  
4 N 8744ME-Shpg. wt. 2 lbs. \$17.95  
4 N 8745ME-Tray. Wt. 7 lbs. 8 oz. 23.50

GOOD NEWS..

**Big Sale**  
ON HOLLOWARE

Gadroon Silverplated Holloware  
SLASHED \$2.00 on each piece

Each  
WAS \$8.95 CUT TO \$6.95

Sterling Silver Gifts at  
One Sensational LOW PRICE

\$5.89 FOUR CUT  
from \$6.39



Build her OWN coffee set, and add popular "extras." Fine silver over heavy copper.

**A** Gadroon Tray. 18 in. with handles. 4 N 8724ME-Wt. 4 lbs. 8 oz. Now \$6.95  
**B** Gadroon Coffee Pot. Holds 8 full cups... and is 9 in. tall. 4 N 8821ME-Wt. 3 lbs. 8 oz. Now \$6.95  
**C** Gadroon Sugar Bowl and Cream Pitcher. Sugar 4¾ in. Creamer 3 in. 4 N 8799ME-Shpg. wt. 1 lb. 8 oz. \$6.95

**D** Gadroon Covered Veg. Dish. 10 in. 4 N 8707ME-Wt. 2 lbs. 8 oz. Now \$6.95  
**E** Gadroon Water Pitcher. Ice lip. 2-qt. 4 N 8809ME-7 in. Wt. 3 lbs. 8 oz. \$6.95  
**F** Gravy Boat... 9x5¾ in. stand. 4 N 8834ME-4 in. tall. Wt. 1 lb. 10 oz. 6.95  
**G** Gadroon Well, Tree Platter. 16x12 in. 4 N 8808ME-Wt. 3 lbs. 8 oz. Now \$6.95

**H** NEW Larger Sterling Compote Dish. Gadroon border around rim. Hinged handle... use as vase too. 5¾ in. diam. 4 N 8758E-3 in. tall. Wt. 1 lb. 8 oz. \$5.89  
**J** NEW Larger Compote for candies, cookies. 4 N 8752E-5½ in. Wt. 1 lb. 8 oz. \$5.89  
**K** Sterling Mayonnaise Dish, 3-in. Ladle. Gadroon rim. 3 in. tall, 4¾ in. diam. 4 N 8803E-Wt. 1 lb. 8 oz. Was \$6.39. Now \$5.89

**L** Sterling Candelabra. 5 in. Wt. 1 lb. 8 oz. 4 N 8797E-Pair Was \$6.39... Now \$5.89  
**M** Salt, Pepper Shakers. 4¾ in. Wt. 10 oz. 4 N 8804E-Pair Was \$6.39... Now \$5.89  
**N** NEW Sterling Urn Style Salt and Pepper Shakers. 4 in. tall. Shpg. wt. 10 oz. 4 N 8850E... At this low, low price \$5.89  
**P** Sterling Candlesticks. 3 in. Wt. 1 lb. 8 oz. 4 N 8801E-Pair Was \$6.39... Now \$5.89

### Silverplated Specials

Carefully fashioned of silver over copper.

**R** NEW daintily styled Creamer and Sugar on Tray... and so low priced. Sugar and creamer each 1½ in. tall. Tray 7½x5½ in. overall. 4 N 8759E-Shpg. wt. 1 lb. 14 oz. Set \$4.49

**S** Gadroon Bordered Sugar and Creamer Tray. Sugar 3¾ in., Creamer 3 in. 4 N 8813E-Tray 9½x6 in. 2 lbs. Set \$6.95

**T** Footed Silent Butler for tidying up ash trays. Wooden handle. 5¼x7¼ in. 4 N 8806E-Shpg. wt. 1 lb. 6 oz. \$7.50

**V** Covered Butter Dish. Removable 6x2½ in. glass dish holds ¾ lb. "stick." 4 N 8750E-7½x4 in. Wt. 2 lbs. \$4.95

**W** Bread Tray with etched decoration. 4 N 8784E-13x6½ in. Wt. 1 lb. \$3.98



### Fancy Silverplated Shakers

SAVE 10% on ANY Two Pairs of these salt and pepper shakers. Shpg. wt. each pair 1 lb. 3 oz.  
**X** Aladdin's Lamp... smart detailing. 4¾ in. tall. 4 N 8857GE-Pair \$1.39... Two pairs \$2.50  
**Y** Troy... broader design. Each 4¾ in. tall. 4 N 8858GE-Pair \$1.39... Two pairs \$2.50  
**Z** Grecian Urn... classic simplicity. 4¾ in. 4 N 8872GE-Pair \$1.39... Two pairs \$2.50  
**AA** Persian Market... slender neck. 4¾ in. 4 N 8873GE-Pair \$1.39... Two pairs \$2.50

PLEASE NOTE: All prices on page include 20% Federal Excise Tax



### Sterling Specials

**BB** Candlesticks. 2½ in. tall. Shipping wt. 1 lb. 8 oz. 4 N 8778GE... pair \$3.95  
**CC** Candle Snuffer. 9 in. long. 4 N 8819GE-Wt. 6 oz. \$2.98  
**DD** Candlelight Special. Order 2 above and SAVE 10%. State Cat. Nos. Wt. 1 lb. 14 oz. \$6.24  
**EE** 3 Pairs Individual Salt, Pepper Shakers. 1½ in. Boxed. 4 N 8852E-Wt. 6 oz. Set of 6 \$3.95  
**EE** Lowest Priced Sterling Sugar, Creamer we've seen. 2¾ in. 4 N 8795E-Wt. 1 lb. 8 oz. Set \$9.30







Biggest Christmas values EVER on all this silver

Buy \$25.00 or more of any silver on this page and we'll send you at no extra charge this fine \$4.95 anti-tarnish Silver Chest

### COMMUNITY PLATE

By Oneida Ltd.  
Made in U. S. A.

After Dinner Coffee Spoon 78¢ Each Engraving Included

Glorious silverplate beauty. Knives and forks regular or grille. Knives have hollow handles, forged stainless steel blades. Forks and spoons reinforced where there's most wear. Guaranteed for lifetime of service. Engraved at no extra charge... see below. Evening Star cannot be engraved. Coronation has style shown. State style number, print initial.

STATE PATTERN: Lady Hamilton, Coronation, Morning Star, Evening Star or White Orchid.

### 1847 ROGERS BROS.

By International Silver Co.  
Made in U. S. A.

After Dinner Coffee Spoon 71¢ Each Engraving Included

Five lovely silverplate patterns for gifts with romantic enchantment. Knives and forks are regular or viande (shorter blades and tines with longer handles). Knives have hollow handles, forged stainless steel blades. Guaranteed against original defects in workmanship and material. Engraved at no extra charge... see engraving styles shown below. Daffodil cannot be engraved. State style number, print initial.

STATE PATTERN: Daffodil, Adoration, Eternally Yours, First Love or Remembrance.

### FINE QUALITY STERLING SILVER

Made by World's Largest Silver Manufacturer

After Dinner Coffee Spoon \$1.30 Each Engraving included at no extra charge

When she COMPARES this with any other sterling for beauty and craftsmanship she too will be convinced there is no finer gift in sterling. Made by world's largest silverware manufacturer whose name we cannot reveal because of these fantastically LOW PRICES... yes, as low as \$1.29 each.

Fashioned of genuine sterling that meets government specifications... each stamped "sterling" on back. Heritage quality means it is SOLID SILVER... never wears off, never loses its luxurious beauty. Teaspoons are guild weight (regular), others in proper proportion. Luncheon knives are perfect for any occasion. Hollow handle knives, forged stainless steel blades. No charge for engraving, see below. Sonja cannot be engraved. State style number, print initial. STATE PATTERN: Splendor, Sonja, Moonglow.

ORDER \$25.00 OR MORE OF ANY SILVER BELOW and give her the beautiful anti-tarnish chest above at no extra charge. 1847 Rogers, Community are POSTPAID

Name of Item	Community Plate		1847 Rogers Bros.		Shpg. wt. lb. oz.	Sterling		Shpg. wt. lb. oz.	Name of Piece	Community Plate		1847 Rogers Bros.		Shpg. wt. lb. oz.	Sterling		Shpg. wt. lb. oz.
	Catalog No.	6 for	Catalog No.	6 for		Catalog No.	Each			Catalog No.	6 for	Catalog No.	6 for		Catalog No.	Each	
Teaspoons	4NR8200MT	\$4.65	4NR8100MT	\$4.50	8	4NR8576ME	\$1.98	2 oz.	Salad Forks	4NR8219MT	\$9.30	4NR8119MT	\$9.00	9	4NR8579ME	\$3.20	3 oz.
Oval Soup Spoons	4NR8201MT	9.30	4NR8101MT	9.00	12				Butter Spreaders	4NR8241MT	9.30	4NR8141MT	9.00	9	4NR8581ME	2.60	2 oz.
Cream Soup Spoons	4NR8202MT	9.30	4NR8102MT	9.00	9	4NR8577ME	2.95	2 oz.	Fruit Spoons			4NR8108MT	5.25	6			
Round Soup Spoons	4NR8204MT	9.30	4NR8104MT	9.00	12				Butter Knife	4NR8243MT	2.05	4NR8143MT	1.50	3	4NR8589ME	4.75	3 oz.
After dinner coffee Spoons	4NR8206MT	4.65	4NR8106MT	4.25	6	4NR8583ME	1.30	1 oz.	Sugar Spoon	4NR8207MT	2.05	4NR8107MT	1.50	3	4NR8590ME	3.20	3 oz.
Iced Drink Spoons	4NR8205MT	9.30	4NR8105MT	9.00	7	4NR8584ME	3.10	2 oz.	(Serving) Tablespoon	4NR8203MT	1.55	4NR8103MT	1.50	4	4NR8582ME	5.75	4 oz.
Regular Knives	4NR8232MT	15.54	4NR8132MT	15.00	1	4NR8580ME	3.45	3 oz.	Gravy Ladle	4NR8210MT	2.85	4NR8110MT	3.00	8	4NR8588ME	5.75	5 oz.
Grille or viande Knives	4NR8231MT	15.54	4NR8131MT	15.00	1				Large cold meat Fork	4NR8227MT	2.85	4NR8127MT	3.00	7	4NR8587ME	7.75	5 oz.
Individual Steak Knives			4NR8130MT	21.00	1				Large Salad Spoon			4NR8111MT	3.00	9	4NR8586ME	7.75	5 oz.
Regular Forks	4NR8218MT	9.30	4NR8118MT	9.00	14	4NR8578ME	4.25	2 oz.	Pierced Pastry Server			4NR8146MT	4.00	9			
Grille or viande Forks	4NR8215MT	9.30	4NR8115MT	9.00	14				Pickle Fork			4NR8125MT	1.75	3			
Cocktail or oyster Forks	4NR8221MT	9.30	4NR8121MT	9.00	6	4NR8585ME	2.10	2 oz.	Carving Fork, Knife Set 113 in. blade			4NR8149MT	14.75	3			

### ENGRAVING Instructions

NO CHARGE FOR ENGRAVING. Choice 3 styles (1) Script (2) Block (3) Old English. Silver correctly engraved may not be returned. NO C.O.D. ORDERS. State style number, print initial.

### FACTS ABOUT SILVERWARE

Grille (viande) has shorter blades, and tines, longer handles. SILVERPLATE is pure silver electroplated to base metal. STERLING is 92.5% silver with 7.5% copper for hardness, better color, wear.



Holds 90 pcs. \$4.95  
Well made of solid wood with walnut finish. Lined with anti-tarnish green cotton duvetyn to protect the gleam of her silver. Loops in lid hold 10 knives. Measures 15x11½x3½ in. overall. Shipping weight 5 pounds. 4 N 07466... \$4.95

Holds 125-pcs. \$6.95  
Larger chest, with curved front and sides. Solid wood with rich walnut finish, also harmonizes with mahogany furniture. Lined with anti-tarnish red cotton duvetyn. 12 loops in lid. 19x11½x3½ in. 4 N 07454—Shpg. wt. 7 lbs. \$6.95

Holds 150-pcs. \$8.90  
Hand-rubbed with 3 coats of lacquer. Deep mahogany finish over solid wood. Blue velveteen (cotton) anti-tarnish lining. Felt tabs on feet protect furniture. 17x11½x3½ in. Shpg. wt. 7 lbs. 4 N 07481... \$8.90 4N07477—Blonde mahogany 8.90

ANTI-TARNISH  
**Silverware Chests**

SAVE \$5.00 on Table-Chest  
Was \$18.95 Slashed to \$13.95

Many expensive features... screw-in legs lock in metal, hand-rubbed mahogany finish, lined with nationally advertised Pacific cloth non-tarnish cloth, 150-pc. chest has snug-fitting cover, 14 loops, grooves for serving pieces. Easy to assemble, 19½x13½x4¼ in. chest, 25 in. tall. Shpg. wt. 13 lbs. 4 N 07488—Slashed to... \$13.95

Chest protects 150-pcs. silver





# Women and "Junior Miss" will always treasure Something Sentimental



## Jr. Miss Favorite

Bracelet	Locket	SAVE on Set
\$3.98	\$2.19	\$4.98

Beauty of both Locket and Matching Expansion Bracelet made more alluring by tiny bright shield in corner to be personalized with HER initial. Framed with floral border that enhances center "bouquet." *Print 1 initial.*  
4 N R5735E—SAVE on Set. Shpg. wt. 4 oz. \$4.98  
4 N R5736E—Bracelet. Shpg. wt. 3 oz. 3.98  
4 N R5737E—Locket, 15-in. chain. Shpg. wt. 3 oz. 2.19

## Women's 2-initial Set

Bracelet	Locket	SAVE on Set
\$3.95	\$2.29	\$5.98

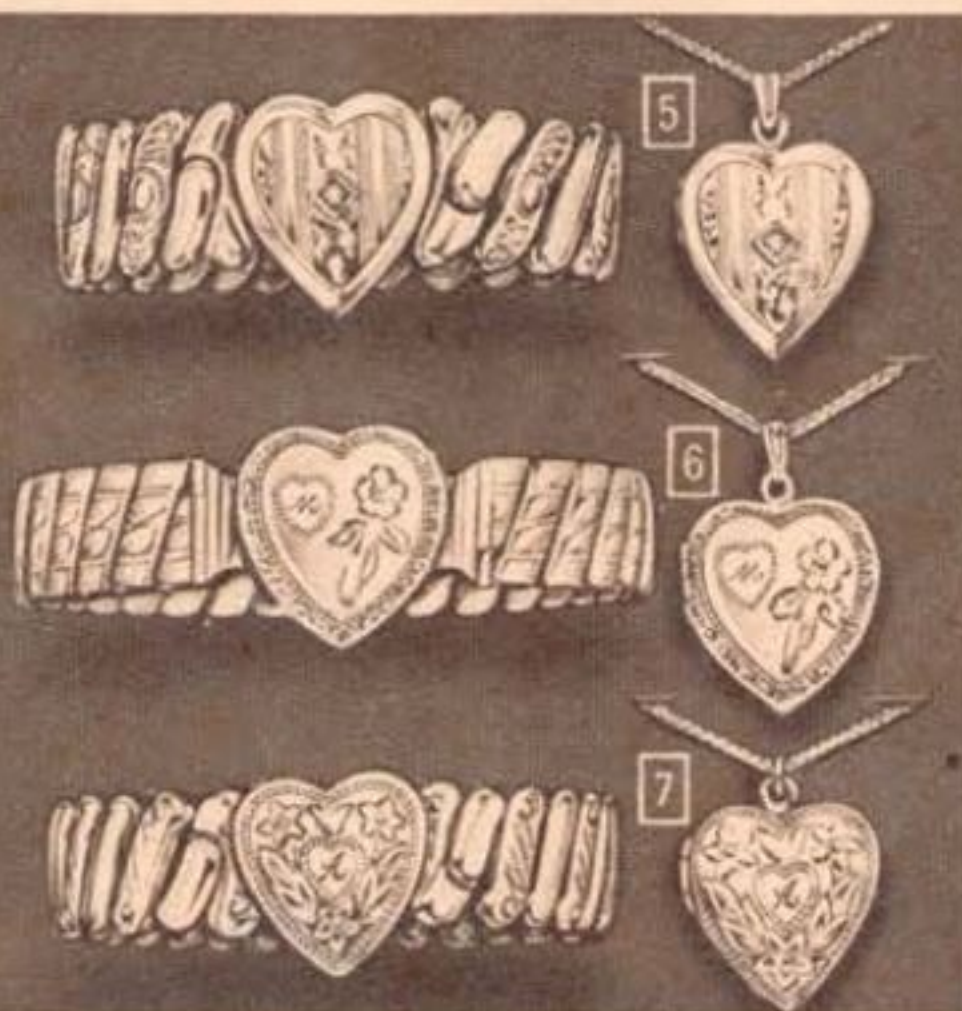
She'll cherish this Expansion Bracelet and matching Locket more because YOU remembered to have her 2 initials engraved on both highly polished hearts. Note graceful scroll style initials. *Print 1 or 2 initials.*  
4 N R5865E—SAVE on Set. Shpg. wt. 8 oz. \$5.98  
4 N R5866E—Bracelet.  $\frac{3}{8}$  in. wide. Shpg. wt. 6 oz. 3.95  
4 N R5877E—Locket, 18-in. chain. Shpg. wt. 4 oz. 2.29

**NOTICE FOR PAGE:** Women's and Junior Misses Jewelry is 1/20 12K yellow gold filled unless stated otherwise. Locket open to hold 2 pictures (except No. 4). Stainless steel bracelet backs. Initialed at no extra charge where stated... see engraving instructions on opposite page. Beautifully boxed for gifts.

## Popular Matching Expansion Bracelet and Locket Sets ... captivating glamor for "your lady fair" of any age

## Lovely Locket and Crosses ... so beloved by Women and Jr. Misses

- 8 1/20 12K yellow gold-filled Cross in plain box.  
4 N 5850E—15-in. chain.  $\frac{3}{4}$ -in. size. Wt. 4 oz. \$1.59  
4 N 5851E—Same Cross in Sterling Silver. 1.18  
Plastic Cathedral Gift Box with Crosses below (shown above)
- 9 10K yellow gold Cross, with engine-turned design.  
4 N 5873E—15-in. chain.  $\frac{3}{4}$ -in. size. Wt. 3 oz. \$5.98  
4 N 5874E—Same, 1/20 12K yellow gold filled. 3.60
- 10 Genuine Diamond in rich 10K yellow gold Cross.  
4 N 5858E—15-in. chain.  $\frac{3}{4}$ -in. size. Wt. 3 oz. \$6.29  
4 N 5859E—Same, 1/20 12K yellow gold filled. 4.59
- 11 Larger 10K yellow gold Cross with engraved design. 1 in.  
4 N 5853E—18-inch chain. Shpg. wt. 4 oz. \$5.98  
4 N 5854E—Same, 1/20 12K yellow gold filled. 4.25
- 12 Genuine Diamond in large 10K yellow gold Cross.  
4 N 5857E—18-in. chain. 1-in. size. Wt. 4 oz. \$7.98
- 13 Three Diamonds in center of 10K yellow gold Cross with costly engine-turned design for added beauty.  
4 N 5852E—18-in. chain. 1-in. size. Wt. 4 oz. Our finest \$8.98



## Junior Miss 2-pc. Matching Sets

- 1 Three-tone Set has hand-engraved bird in rose on green and gold. *Print 2 initials for twining hearts.*  
4 N R5847E—SAVE on Set. Shpg. wt. 4 oz. \$5.98  
4 N R5848E—Bracelet. Shpg. wt. 4 oz. 3.98  
4 N R5849E—Locket, 15-in. chain. Shpg. wt. 3 oz. 2.89
- 2 Popular all-over design. Gold-plated bracelet.  
4 N 5845E—Set. 15-in. chain. Shpg. wt. 4 oz. \$3.49  
4 N 5846E—Bracelet. Shpg. wt. 3 oz. 2.29
- 3 Two-initial Set with floral border that frames shimmering bright hearts. *Print HER 2 initials.*  
4 N R5898E—SAVE on Set. Shpg. wt. 4 oz. \$5.49  
4 N R5899E—Bracelet. Shpg. wt. 3 oz. 3.69  
4 N R5803E—Locket, 15-in. chain. Shpg. wt. 3 oz. 2.09
- 4 Pendant Set. Simulated ruby, emerald or sapphire.  
4 N 5822E—Set. (15-in. chain.) Shpg. wt. 4 oz. \$5.98  
4 N 5823E—Bracelet. Shpg. wt. 3 oz. State choice 4.69

## Women's Bracelet and Locket Sets

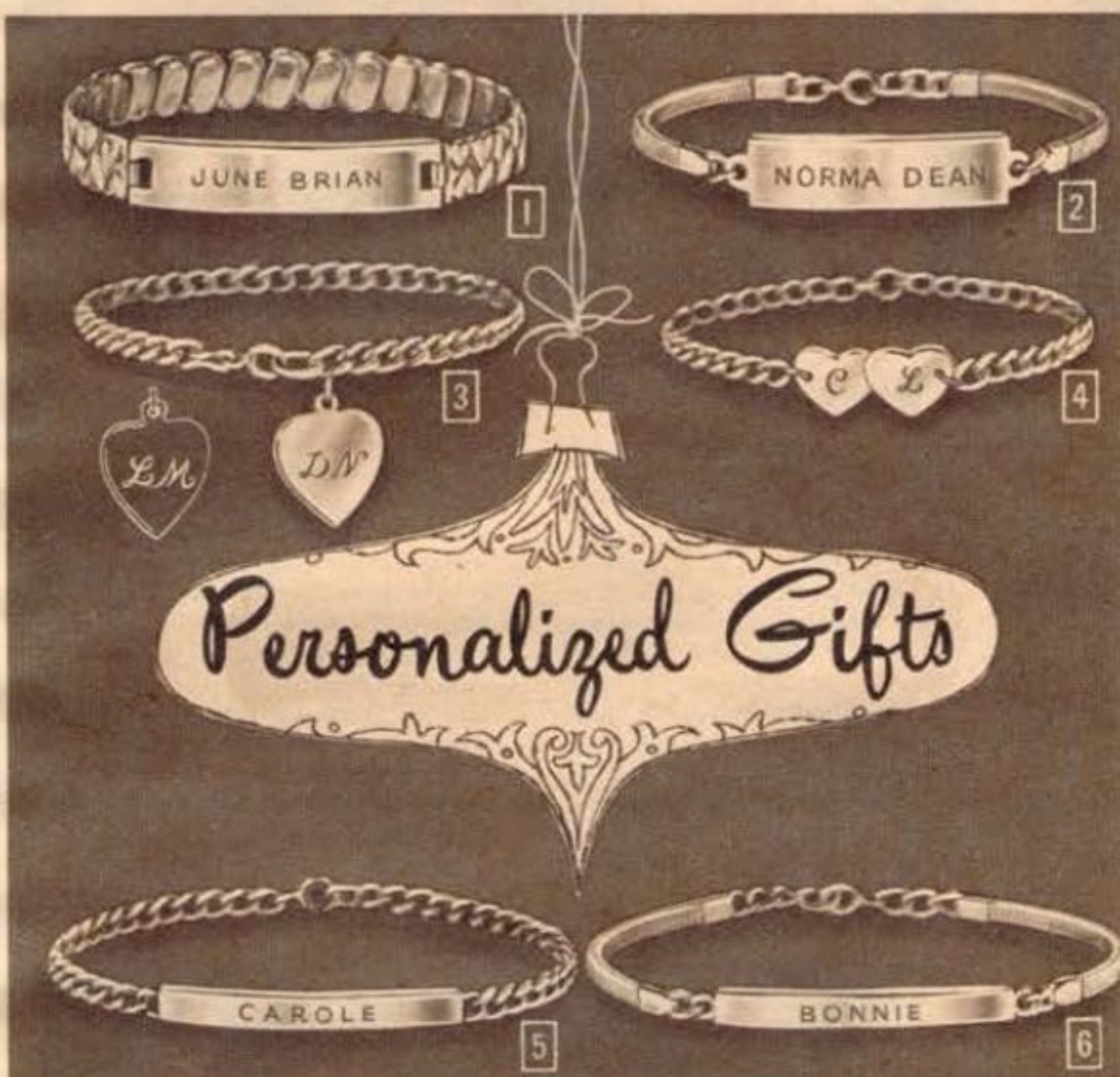
- 5 Genuine CUT Diamond Set that will show her through the years how much YOU cared. Sparkling gem shines in each heart that has lovely engraved accents plus expensive engine-turned design for extra touch of elegance. *By far our most romantic set.*  
4 N 5708E—SAVE on Set. Shpg. wt. 8 oz. \$9.98  
4 N 5709E—Bracelet. (About  $\frac{7}{16}$  in. wide.) Wt. 6 oz. 6.98  
4 N 5710E—Locket, 18-in. chain. Shpg. wt. 6 oz. 3.98
- 6 Our Finest Three-tone Set. Hand engraved to bring out daintiness of rose and green tones on yellow gold. *Print 1 initial for highly polished hearts.*  
4 N R5817E—Bracelet. Shpg. wt. 6 oz. \$4.59  
4 N R5814E—Set. (18-in. chain.) Shpg. wt. 8 oz. 6.98
- 7 Budget-priced Three-tone Set. Pastel rose and green tones on yellow gold. *Print HER initial.*  
4 N R5890E—Bracelet. (About  $\frac{7}{16}$  in. wide.) Wt. 6 oz. \$3.79  
4 N R5889E—Set. (18-in. chain.) Shpg. wt. 8 oz. 4.98

- 14 Holy Book Locket with Lord's Prayer inside. Mother-of-pearl inlay is a perfect background for simple Cross.  
4 N 5801E—15-in. chain.  $\frac{3}{4}$ -in. size. Shpg. wt. 4 oz. \$2.98
- 15 Three-tone Locket ... hand-engraved green and rose on yellow gold. *Print 1 initial.*  
4 N R5819E—15-in. chain.  $\frac{3}{4}$ -in. size. Shpg. wt. 4 oz. \$2.79
- 16 Locket with old-fashioned floral design. *Print 1 initial.*  
4 N R5802E—15-in. chain.  $\frac{3}{4}$ -in. size. Wt. 4 oz. \$1.98
- 17 Genuine Cloisonne Locket. Polished gold plate.  
4 N 5894E—15-in. chain.  $\frac{3}{4}$ -in. Shpg. wt. 4 oz. 1.09
- 18 10K yellow gold Locket with Genuine Diamond.  
4 N 5810E—18-in. chain.  $\frac{3}{4}$ -in. size. Wt. 4 oz. 11.75  
4 N R5808E—Same without Diamond. *Print 1 initial.* 9.98
- 19 Our Largest hand-engraved three-tone Locket ... 1-inch size. Rose and green tones on yellow gold. *Print 1 initial.*  
4 N R5876E—18-inch chain. Shpg. wt. 4 oz. \$3.98
- 20 Personalized Hand-engraved Locket. Rose and green tones on yellow gold. *Print 1 initial.*  
4 N R5815E—18-in. chain.  $\frac{3}{4}$ -in. size. Wt. 4 oz. \$3.59
- 21 NEW Two-tone Sterling set in 1/20 12K gold filled.  
4 N 5800E—18-in. chain.  $\frac{3}{4}$ -in. size. Shpg. wt. 4 oz. \$2.98
- 22 Personalized Floral Locket ... engraved. *Print 1 initial.*  
4 N R5816E—18-in. chain.  $\frac{3}{4}$ -in. size. Wt. 4 oz. \$2.39



## Luxurious Gold Filled Jewelry

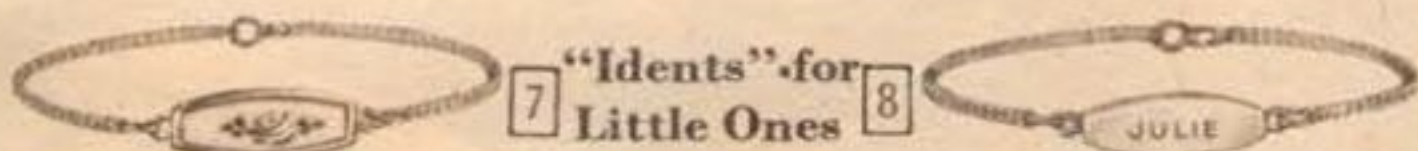
# is a Joy Forever



### Personalized "Idents" to show YOU CARE

- 1 **Jr. Miss Expansion.** Heart design band. Sterling. Rhodium-plated top, stainless steel back. *Print name.*  
4 N R5883E—Shpg. wt. 3 oz. \$3.49  
4 N R5884E—1/20 12K gold filled. 3.98
- 2 **Jr. Miss Flexible Snake Chain.** Sterling, rhodium-plated top. 6 1/2 in.  
4 N R5885E—*Print name.* Wt. 3 oz. \$2.98  
4 N R5886E—1/20 12K gold filled. 3.79
- 3 **Jr. Miss Sweetheart.** *Print 2 initials* for each side. Why not HIS on one side, HERS on other? Sterling. 6 in.  
4 N R5893E—Shpg. wt. 3 oz. \$2.39  
4 N R5878E—1/20 12K gold filled. 2.60
- 4 **Jr. Miss Double Heart Bracelet.** Sterling silver link style. *Print 2 initials.*  
4 N R5809E—6 in. Shpg. wt. 3 oz. \$1.98  
4 N R5879E—1/20 12K gold filled. 2.29
- 5 **Women's dainty link-type Bracelet.** Sterling silver with rhodium-plated top. 7 in. long. *Print HER name.*  
4 N R5843E—Shpg. wt. 3 oz. \$2.89  
4 N R5844E—1/20 12K gold filled. 3.19
- 6 **Women's heavier Snake Chain Bracelet.** Sterling silver with rhodium-plated top. *Print name.*  
4 N R5841E—7 in. Shpg. wt. 3 oz. \$3.49  
4 N R5842E—1/20 12K gold filled. 4.29

BEFORE ORDERING. See engraving instructions below. Note . . . 3 and 4 initialed at no charge



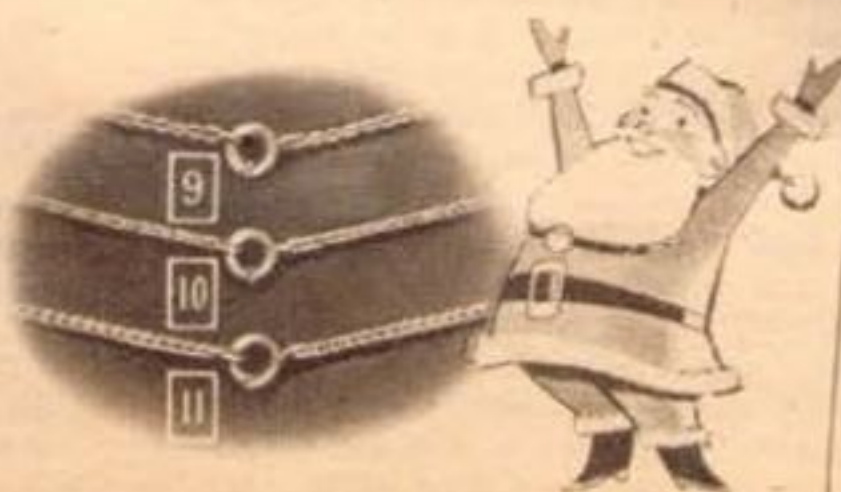
- 7 **NEW! Cloisonné Bracelet** enriched by 1/20 12K gold filled chain. Birth date engraved on back at no extra charge. 5 in. long.  
4 N R5995E—*Print date.* Wt. 3 oz. \$2.49
- 8 **1/20 12K Gold Filled.** Birth date engraved on back at no charge. *Print date and name (see below).*  
4 N R5948E—5 in. Shpg. wt. 3 oz. \$2.18  
4 N R5946E—Same . . . sterling. 1.80

**ENGRAVING NOTICES FOR TWO PAGES:** *Initialed* (where specified) at no extra charge. *Names* for "Ident" Bracelets are 6c extra-per letter . . . Baby's birth date engraved at no extra charge.

**SORRY, NO C. O. D. ORDERS** and if jewelry is correctly engraved may not be returned. PLEASE PRINT ALL engraving information.

### 10K Yellow Gold Replacement Chains

- 9 **Lightweight.** Shpg. wt. each 2 oz.  
4 N 5825E—16 in. long. \$1.98  
4 N 5826E—18 in. 2.24  
4 N 5827E—20 in. 2.45
- 10 **Medium weight.** Shpg. wt. ea. 2 oz.  
4 N 5828E—16 in. long. \$2.70  
4 N 5829E—18 in. 2.90  
4 N 5830E—20 in. 3.10
- 11 **Heavyweight.** Shpg. wt. each 2 oz.  
4 N 5831E—16 in. long. \$3.85  
4 N 5832E—18 in. 4.30  
4 N 5833E—20 in. 4.65



Give Gold Filled Jewelry to

## Little Ones, too

.. they like to feel so grown-up

### "Judy Heart" Set Reduced

Bracelet 2-pc. Set  
\$4.29 Was \$5.98 Now \$4.98

**Special Reduction** on one of our most popular baby sets. Dainty design on locket and expansion bracelet truly charming with initials. Remember, darling gift box can be used as double picture frame. *Print 1 initial.*

4 N R5984E—Bracelet. Wt. 3 oz. \$4.29  
4 N R5983E—Set. Shpg. wt. 3 oz. Now 4.98



**NOTICE FOR BABY JEWELRY.** All shown actual size. Locket has 12-in. chains and open to hold 2 pictures (except pendants). Expansion bracelets have stainless steel backs. 1/20 12K yellow gold filled unless stated otherwise. **BOXED.**



### Bracelet and Locket Sets for "Little Ones"

- 12 **Personalized Two Initial Set . . .** sentimental locket, expansion bracelet will be cherished for a lifetime. *Print 2 initials* for hearts (see notice at left).  
4 N R5941E—Bracelet. Shpg. wt. 3 oz. \$3.49  
4 N R5940E—Set. Shpg. wt. 3 oz. 4.95
- 13 **Our Lowest-Priced Set . . .** yet styled with grace of far more expensive locket and expansion bracelet. Yellow gold plate with all over floral design.  
4 N 5952E—Bracelet. Shpg. wt. 3 oz. \$2.29  
4 N 5951E—Set. Shpg. wt. 3 oz. 2.98
- 14 **NEW SET . . . raised blue enamel flower** with twinkling simulated crystal in center of each perky little posie.  
4 N 5958E—Set. Shpg. wt. 3 oz. \$5.98  
4 N 5959E—Bracelet. Shpg. wt. 3 oz. 4.59  
4 N 5936E—Locket. Shpg. wt. 3 oz. 2.29
- 15 **"Bangle" Set** with deep engraving. Traditional style locket has matching bracelet that gently hugs tiny wrists . . . extra protection with guard too!  
4 N 5993E—Bracelet. Shpg. wt. 3 oz. \$2.39  
4 N 5992E—Set. Shpg. wt. 3 oz. 3.98



### Adorable Locket that make real heirlooms

- 16 **NEW Blue and White enamel Pendant** with simulated crystal in flower.  
4 N 5935E—Shpg. wt. 3 oz. \$2.10
- 17 **Personalized Locket.** *Print 2 initials.*  
4 N R5920E—Shpg. wt. 4 oz. \$1.98
- 18 **Simulated Birthstone Locket.** Wt. 3 oz.  
4 N 05921E—*State birth-month.* \$2.48
- 19 (20) come in Cradle Box that rocks.
- 19 **OUR LARGEST Little Miss Locket.** *Print 1 initial* for "banner." Wt. 3 oz.  
4 N R5926E—With Cradle Gift Box \$2.39
- 20 **OUR FINEST 10K yellow gold Pendant** is also personalized. *Print 1 initial.*  
4 N R5927E—Wt. 3 oz. Cradle Box \$2.59



### 10K yellow gold Rings for tiny fingers—Shpg. wt. each 4 oz.

- 21 **Embossed Baby Band.** *State size 0 to 3 only.*  
4 N 5911E. \$1.09
- 22 **Baby's Signet.** *Print 1 initial.* Size 0 to 3.  
4 N R5916E—*State size.* \$1.29
- 23 **Baby's Signet.** *Print 1 initial.* Size 0 to 3.  
4 N R5912E—*State size.* \$1.39
- 24 **Children's Signet.** Size 2 to 4. *Print 1 initial.*  
4 N R5913E—*State size.* \$2.09
- 25 **Little Girls' Simulated Birthstone.** *State month of birth, size. 2 to 4.* Shipped from Chicago. Order from mail order house.  
4 N 05908EY \$2.19

ALL PRICES on 2 pages include 20% Federal Excise tax CKMN PAGE 75 . . . JEWELRY





Fashionable Sets  
in smart rayon  
lined Gift Boxes

and each Set  
ONLY

\$1.18

20% Tax Included

### Dancin' Pins

**A** Ballet Dancers that'll pivot right into her heart . . . and bring new glamour to her wardrobe. Ruby simulated stones and twinkling rhinestones gala accent on gold color metal. Safety clasps on each pin. He's 1 3/4 in. high . . . She's 1 1/4 in.

4 N 3510E—Shpg. wt. 7 oz. Gift boxed..Set \$1.18

### Trio Trick Pin Set

**B** Intriguing threesome to scatter gay color over her suit, blouse or dress. Aqua-blue and rose simulated stones in 3/4-in. "Dream House," 1 1/4-in. Dutch Girl and 3/4-in. Magic Flower Pot. Safety pin on each pin . . . so she can't lose her "trio."

4 N 3508E—Shpg. wt. 7 oz. Gift boxed..Set \$1.18

### Regal Pendant Set

**C** She can use beautiful pendant as separate pin too. Sparkling aqua-blue simulated stone with tiny seed pearls in 1 1/4-in. pin (complete with safety clasp) and matching 3/4-in. screw earrings. Detachable 15 1/2-in. gold color metal chain.

4 N 4597E—Shpg. wt. 7 oz. Gift boxed..Set \$1.18

### Carved Delight

**D** Such a romantic remembrance . . . and dainty 2-pc. set is copy of much more expensive favorite. Carved roses of simulated coral with tiny seed pearls are in popular prong-type setting. 2-inch pin has safety clasp. 3/4-in. screw earrings.

4 N 3517E—Shpg. wt. 6 oz. In gift box.Set \$1.18



Finer Sets . . . more  
expensive with more  
elaborate details

fashion-wise, yet only

\$238 and  
\$598

20% Tax Included

### "Jewel of the East"

**E** So perfectly named . . . has all the fire and mystery of priceless Oriental treasures. Extra large beveled stone regally set off by artistic rhinestone studded swirls and spirals. Fine gold color metal snake chain is flexible so "Jewel of the East" will lie flat on her neck.

Luxurious elegance we know you can't find elsewhere for this price in 16 in. necklace and 1 1/4 in. earrings (screw). In beautiful box. Shpg. wt. 8 oz.

4 N 4675E . . . . .Set \$5.98

### Orchid Corsage

**F** To pin you to her heart forever. Carefully created to give her one of the finest pins we've seen. Gently rounded leaves frame full blooming flower that twinkles with tiny rhinestones and simulated pearl.

Jeweled orchid pin has safety clasp for extra protection, and is 2 in. Beautiful Orchid earrings (screw) are 1 1/4-in. diam. . . . and match pin to smallest detail. Boxed. Shipping weight 8 ounces.

4 N 3504E . . . . .Set \$2.38



### Gifts that say "you're lovely to look at"

**G** Genuine Snakeskin Compact. Colors red or green. Please state color wanted. Sifter and puff. 2 3/4 inches.

4 N 4739—Wt. 6 oz.95c

**H** Eastern Star Compact. Authentic emblem in official colors. Gold color metal. Sifter and puff. Large, 4 3/4 in.

4N4754—Wt. 3 oz.\$2.00

**J** "Pouchette" Compact. Red artificial leather, gold color metal trim. Sifter, puff. 3 1/2 in.

4 N 4712—Wt. 6 oz.\$2.00

**K** Mother of Pearl Specials. Copy of \$5.00 Compact. Sifter, puff. 2 3/4 in.

4 N 4745M—Wt. 6 oz.\$2.00

**L** Pill Box. 1 1/2 in.

4N4765M—Wt. 4 oz.95c

**M** Elgin-American . . . most wanted compact. Costly jeweler's bronze. Inner metal door. Protective case, plus gift box. 3 3/8 in.

4N4734—Wt. 6 oz.\$5.95

**N** Expensive style Compact. Gold, silver color metal. Inner door. Puff. 3 3/8 in.

4N4743—Wt. 3 oz.\$2.00

### Compacts Personalized at no extra cost to you

Please note, if correctly engraved compacts may not be returned. NO C.O.D. ORDERS.

**1** Expensive style 2-tone . . . gold color on silver color metal. Sifter, puff. 3 1/2 in.

4 N R4700—Print 2 initials. Wt. 5 oz. . .95c

**2** "Cupcake" Compact with gold color initials. State: Gold color . . . or red or green jewel tone. Print 3 initials or up to 5 letter name.

4 N R4748—Sifter, puff. 3 in. Wt. 5 oz.95c

**3** Heart Compact. Gold color metal. Sifter, puff. Print 3 initials or up to 5 letter name.

4 N R4755—3 in. Shpg. wt. 5 oz. . . .95c



**P** Coro's "Cafe Society." Fascinating crescent filled with graduated rhinestones . . . each shimmering stone in individual prong type setting for extra brilliance. Flexible gold color metal chain is 15 in. "Cafe Society" earrings (screw) are 1 1/4 in. State color: crystal or aqua-blue.

4 N 4668E—Shpg. wt. 6 oz. Boxed . . \$2.40

**R** Coro's Beloved Pendant Set . . . detach dainty pendant from 15 1/2-in. chain and use as pin. State color of simulated stones: rose, aqua-blue, ruby or emerald. Gold plated. 3/4-in. screw earrings to match.

4 N 4568E—Shpg. wt. 7 oz. Boxed Set \$2.40

**S** Coro's Genuine Cameo with tiny rhinestones. Fine 15-in. gold color metal chain.

4 N 4638ME—Shpg. wt. 4 oz. . . . \$1.18

**T** Matching Cameo Earrings. 1-in. Screw.

4 N 3957ME—Shpg. wt. 3 oz. . . \$1.18

**V** Coro's ALL Rhinestone Necklace with each stone individually set. 14 in. long. Fiery earrings 3/4-in. (screw).

4 N 4637E—Shpg. wt. 6 oz. . . .Set \$2.40

**W** Coro's Sweetheart Scatter Pins in ivory-like embossed box. Lacy gold plating with tiny simulated pearls and rose stones frames genuine cloisonne hearts. Each 1 1/4 in.

4 N 3500E—Shpg. wt. 7 oz. Boxed Set \$3.50

NOTICE FOR THESE 2 PAGES: Prices include 20% Fed. Excise Tax where "E" is added to Cat. No.





### "Sno-surprises" filled with this lovely 18-inch Simulated Pearl Necklace

- |  |   |  |
|--|---|--|
| <p><b>A "Sno-bell."</b><br/>Aglow with Christmas red bow, green sprig and tinkling bells. Shpg. wt. 8 oz.<br/>4 N 4532GE—<br/>It's.....\$1.18<br/>ANY 3 for just... 3.44</p> | <p><b>B "Sno-man."</b><br/>Cocky fella with jaunty red bow sends Holiday greetings. Shpg. wt. 8 oz.<br/>4 N 4625GE—<br/>He's.....\$1.18<br/>ANY 3 for just.. 3.44</p> | <p><b>C "Sno-Angel"</b><br/>with gold color crown and bright spreading wings. Shpg. wt. 8 oz.<br/>4 N 4647GE—<br/>She's.....\$1.18<br/>ANY 3 for just.. 3.44</p> |
|--|---|--|

**HINT . . . clever as ornaments for tree or table, too!**



### Personalized Jewelry that says "it's just for YOU"

- 1 Three Scroll Initial Rhinestone Pins.** Print 3 initials. 1-in. high.  
4 N 3503E—Wt. 7 oz. Boxed...\$1.18
- 2 3 Stud-type Initial Pins.** Gold plated on metal. 3/4-in. Wt. 7 oz.  
4N3533E—Boxed, Print 3 initials. \$1.18
- 3 NEWEST 2-Initial Rhinestone Pins.** Sparkling stones bring out modern design. Each 1 1/2-in. Print 2 initials.  
4 N 3512E—Wt. 7 oz. Boxed...\$1.18
- 4 Initial Rhinestone Pin** that looks like expensive marcasite. 1 3/4 in. long. Print 2 or 3 initials.  
4 N 3523E—Wt. 7 oz.... Boxed \$2.38

(5 and 6) below engraved at no charge, but if correctly engraved may not be returned. No C.O.D. Orders. Wt. 5 oz.

- 5 Fashionable Anklet.** 1/20 12K yellow gold filled. 9 in. long. Print 1 initial.  
4 N R4420E.....\$1.24
- 6 Two-row "Ident" Bracelet.** Silver color metal. Print up to 5 letter name.  
4 N R4425E—7 3/4 in. long.....\$1.24
- 7 NEW 2-Initial Bracelet.** Gold plated over metal. Print 2 initials.  
4 N 4433E—7 in. long.....\$1.18



- 8 NEW "Heraldic" Necklace** of massive but airy-light silver color metal. 14-in. chain cradles star with simulated turquoise.  
4 N 4659E—Shpg. wt. 5 oz.\$1.18
- 9 "My Diary" Bracelet** with 9 moveable charms. State silver or gold color metal. 7 1/2 in.  
4 N 4409E—Shpg. wt. 9 oz.\$1.18

- 10 Senior Prom Compact.** Colorful metal. Sifter, puff.  
4 N 4701—3 1/2 in. Wt. 3 oz..95c
- 11 Compact** holds 2 pictures. Gold color metal. Sifter, puff.  
4 N 4709—2 1/2 in. Wt. 3 oz..95c
- 12 Sterling Silver Friendship Ring.** Shpg. wt. 3 oz. Boxed.  
4 N 4843E—State size 5-8...\$1.18

- Indian Style Jewelry with real turquoise and Indian details. Adjustable. Silver color metal.
- 13 Adjustable Bracelet and Ring.** 4N4424E—Wt. 6 oz. Set \$1.18
  - 14 Pair of Bracelets.** 4N4421E—Wt. 4 oz. Pr. \$2.38
  - 15 Zuni style Bracelet.** Wt. 3 oz. 4N4422E—6 turquoise. \$1.18

- 16 Personalized Jewel Box.** Wine or blue simulated leather, harmonizing rayon velvet and satin lining. Upswing tray, lock and key. Gold color trim. 10x7x3 1/2 in. State color. Shipping weight 1 pound 12 ounces.  
4NR4831—Print 3 initials...\$2.95  
Same, smaller. 7 1/2x5 1/2x2 1/2 in.  
4 N R4830—Wt. 1 lb. 4 oz..\$1.95

- 17 Budgeteer Jewel Box.** Scarlet, baby blue or ivory simulated leather with harmonizing suede-type lining. Gold color tooling. Upswing tray, lock and key. 7 1/4x4 1/4x3 1/4 in. Shpg. wt. 1 lb. 2 oz.  
4 N 4833—State color.....\$1.00  
Same, Larger Size. 10x7x3 3/4 in.  
4 N 4834—Wt. 1 lb. 4 oz....\$1.49

### POPULAR SET by CORO Copy of costly Solid Gold Set

- 18 Stunning Set** copied directly from very expensive cultured pearl and solid gold best seller. Large simulated pearls cradled in gold color metal swirls. 15 1/4-in. necklace, 1-in. earrings (screw), 7 1/4-in. bracelet.  
4 N 4650E—Shpg. wt. 7 oz. 3-pc. Set.....\$2.38

### JET Black Set . . . daringly different

- 19 She'll like to try something new, too!** She can wear shiny black to highlight pastel wools . . . also dashing accent with blouses or sweaters. Glistening seed beads in 15-inch necklace and 3/4-in. bowknot earrings (screw).  
4 N 4656E—Shpg. wt. 7 oz. 2-pc. Set.....\$1.18



### Bracelet with 1-dram French-type Perfume at no extra cost

**\$1.18**

**Perfume Bracelet** . . . so she can carry her favorite "scent" with her. Tightly capped cloisonne heart swings gently from luxurious 7 1/2 in. gold tone metal bracelet. Bonus dram of perfume makes this an exciting "surprise" for grab-bags or stocking fillers!  
4 N 4423E—Shpg. wt. 5 oz....\$1.18





## Tradition Reg. U.S. Pat. Off. Simulated Pearls

We're Certain Our Pearls are Better because we believe that only at Sears can you find pearls with such luxurious sheen, costly clasps, strong silk, expensive packing for so little money.

Another plus... we've included a "shortener" (at no extra cost) so that she can wear her pearls high as a choker, or low.



Simulated Pearl "shortener" included at no extra cost to you with necklaces

### FINER in Brocade Box

### FINEST in Shell Box

**A** Beautiful graduated Simulated Pearls with rich, creamy luster. 10K white gold filigree clasp. Elegant pink and white rayon brocade snap box with regal gold metallic thread... fully lined with white rayon satin that is a gorgeous cushion for these lovely pearls. Shortener included of course. Shpg. wt. each 5 oz.  
4 N 4687ME—One row. 17 in. \$3.50  
4 N 4688ME—Two rows. 16 and 17 in. 6.74  
4 N 4689ME—Three rows. 16, 17, 18 in. 9.50

**B** Magnificent Simulated Pearls that are so like natural pearl it's hard to tell the difference. Individually hand-dipped then hand-polished. Knotted between each bead. Schick clasp with rhinestones set in sterling. Shell box (shown on opposite page) is rayon velvet with white rayon satin lining. "Shortener."  
4 N 4610ME—One row. 17 in. Shpg. wt. 5 oz. \$6.74  
4 N 4611ME—Two rows. 17, 18 in. Wt. 5 oz. 11.45  
4 N 4612ME—3 rows. 17, 18, 19 in. Wt. 5 oz. 15.60

**C** 4 N 3900ME—Finest Simulated Pearl Earrings. Screw. Matching gift box. 5/8 in. Wt. 3 oz. 2.24

At Sears it's always up-to-the-minute Fashions in Costume Jewelry



### Beautiful Simulated Pearls in the latest fashions

**D** Good Quality Simulated Pearls with creamy luster. Rhinestone clasps. Wt. each 5 oz.  
4 N 4551E—One Row. 17 in. long. \$1.20  
4 N 4552E—Two Rows. 16, 17 in. 2.40  
4 N 4553E—Three Rows. 16, 17, 18 in. 3.50  
**E** Same in longer lengths. Sterling clasps.  
4 N 4538E—One Row. 19 in. \$1.58  
4 N 4539E—Two rows. 19, 20 in. 2.98  
4 N 4540E—Three rows. 19, 20, 21 in. 3.98  
**F** Junior Necklace... for "petite Mrs." as well as young miss. Sterling clasp. 13 in. long.  
4 N 4670E—Shpg. wt. 5 oz. \$1.20  
**G** Two Row Graduated Simulated Pearl Choker. Rhinestone clasp, 14, 15 in. lengths.  
4 N 4596E—Shpg. wt. 5 oz. \$2.38

**H** 2-pc. Set of tiny pearls for tiny girls. Graduated necklace (13 inches) and adjustable bracelet. Sterling clasp. Dainty pink and blue hinged box with white rayon satin lining.  
4 N 4672E—Shpg. wt. 7 oz. Boxed Set \$1.20  
**J** Fashion's Latest... NEW ADJUSTABLE 6-row Graduated Simulated Pearl Choker. Creamy luster of these beautiful pearls is flattering when she wears them as smart dog collar or lower as regular necklace. Rhinestone set clasp. Lengths from 13 in. to 17 in.  
4 N 4606E—Shpg. wt. 5 oz. \$2.40  
**K** Simulated Pearl Button Screw Earrings... an all-time favorite style, 3/8-in. diam.  
4 N 3907E—Shpg. wt. 3 oz. Pair 68c

PRICES include 20% Tax where E is added to catalog No. MEASUREMENTS are approximate.



ILLUSTRATED ON OPPOSITE PAGE

### Jewels by Bogoff... worn by smart women

Necklaces alone are featured in Vogue magazine for the price you pay for BOTH necklace and earrings at Sears. Personally designed by Bogoff, who uses only finest imported rhinestones... hand-polished and set by hand. Precious rhodium-plated backs. Rayon satin lined gift boxes. Screw earrings. Shpg. wts. for (L to R) 8 oz., (S) 12 oz.

**L** Adjustable Choker. Dazzling all clear crystal stones joined by curved discs in 15-in. necklace. Cluster earrings. 1-in. diam.  
4 N 4605E... Set \$5.95  
**M** Three Fashionable Scatter Pins to shine on anything she wears. All clear rhinestone.  
4 N 3524E—Each 1 1/2 in. Set \$3.98  
**N** Star-bright Set to encircle her neck, eye-catching loveliness. 15 1/2-in. necklace and 3/4-in. "star" earrings to match. Ice-blue with rhinestones, rose with rhinestones, all clear rhinestones.  
4 N 4536E—State color... \$5.95

Colors for P and R; ruby color with rhinestones, ice blue with rhinestones, all clear rhinestones.  
**P** Elegant Set... 15 3/4-in. necklace and 1 1/4-in. earrings.  
4 N 4626E—State color (above)... \$7.95  
**R** Twinkling Teardrop. Two-in. pin with 1-in. earrings.  
4 N 3515E—State color (above)... \$5.95  
**S** Fitted for a Queen... exquisite purse with 3-pc. Bogoff clear rhinestone set. Luxurious brocade (rayon) purse lined with rayon satin, velvet. 4 3/4 x 7 x 1 3/4 in. 16-in. necklace. 6-in. bracelet.  
4 N 4683E—3/4-in. earrings. Set \$10.95

### Gem-like Jewelry Boxes Personalized for Her

**1** Rich simulated leather with dainty pastel velvet and satin (rayon) lining. Baby blue with blue lining, ivory color with blue, or rose with pink. Secret compartment. Upswing tray. Lock, key. 10x7x3 1/2 in.  
4 N R4820—State color. Print 3 initials. Shpg. wt. 1 lb. 12 oz. \$3.95  
**2** LARGE Personalized MUSICAL Jewel Box with genuine Thorens movement imported from Switzerland. Partitioned tray swings up. Wine, rose or ivory color simulated leather with harmonizing velvet and satin (rayon) lining. Gold tooling. Lock, key. 10x7x3 1/2 in.  
4 N R4850—State color. Print 3 initials. Shpg. wt. 1 lb. 12 oz. \$5.95  
**3** GENUINE LEATHER Personalized Jewel Box... in beautiful rich wine color. Secret compartment too! Special Aniline-dyed finish polished to soft sheen. Expensive 24K gold tooling. Fully lined with soft velvet and satin (rayon) to harmonize with fine leather. Partitioned tray swings up. And of course with lock and key. 10x7x3 1/2 in.  
4 N R4851—Print 3 initials. Shpg. wt. 1 lb. 12 oz. \$4.95

### Two-in-One Box

**T** Top tray lifts out and can be used as separate jewel box when traveling. Both box AND tray completely lined with feminine velvet and satin (rayon) to harmonize with simulated leather cover... fuchsia with baby blue lining or ivory color with blue. 24K gold trim on both boxes too. Lock, key. Jewel Box 10x7x3 1/2 in. Tray when closed is 6x4x1 1/8 in. State color. Shpg. wt. 1 lb. 12 oz.  
4 N 4860—Two-in-One for \$5.95

### Our Masterpiece

**V** The most Beautiful Jewel Box we've ever seen. Here's why she'll think this nationally advertised Farrington box is so lovely too... brocade over firm metal frame, extra partitions, separate pad and breath-taking lining. Heavenly blue brocade has gold metallic threads that bring out beauty of this imported material. Harmonizing velvet, satin lining (rayon). 9 1/2 x 6 1/2 x 3 in. Lock and key. Shpg. wt. 1 lb. 15 oz.  
4 N 4862—All this for only \$12.50

### Special Christmas Jewelry by Coro

**W** Dainty Necklace of exquisitely carved roses. Simulated coral and seed pearls.  
4 N 4589ME—15 1/4 in. Wt. 5 oz. \$2.38  
**X** Matching Screw Earrings. 1 1/2 in.  
4 N 3989ME—Wt. 3 oz. Pr. \$1.18  
**Y** "Dresden Rose" Necklace and Earring Set of genuine porcelain. Hand-painted to highlight each delicate color... also hand made. Rhinestone accents on 16-in. necklace with gold color metal chain. Screw earrings are 1 1/2 in. Shpg. wt. 5 oz.  
4 N 4624E... Boxed Set \$4.95

**Z** "Empress" Set. Emerald-cut and tiny imported simulated stones. 15 1/2-in. gold color metal chain. Screw earrings 3/4 in. Aqua-blue or emerald green. Wt. 7 oz.  
4 N 4590E—State color. Boxed Set \$2.40  
**AA** Moonbeam 16-in. Necklace.  
4 N 4593ME—Wt. 4 oz. \$1.18  
**BB** Moonbeam Earrings. Screw.  
4 N 3993ME—1/2 in. Wt. 3 oz. Pr. 68c  
Adjustable Bracelet (not shown).  
4 N 4493ME—Wt. 4 oz. \$1.18

### TRADITION Cultured Pearls... from living oysters

**CC** Tradition FINE have unusually thick and creamy coating. 18 in.  
4 N 04506ME—Wt. 5 oz. Costly cut-rayon velvet shell box. \$24.95  
**DD** Tradition FINER Pearls have been in the ocean many more years so each carefully matched pearl has many more layers. 18 in. long.  
4 N 04530ME—Shpg. wt. 5 oz. Our famous Shell Box. \$59.95  
**EE** Tradition Cultured Pearl Screw Earrings. 10K white gold backs. 1/4 in.  
4 N 3915ME—Square velvet box. Shpg. wt. 3 oz. Pair \$8.95  
4 N 3925ME—Pierced Earrings (not shown). Pair 8.95





*jewels by* **BOGOFF**



She'll treasure a JEWEL BOX

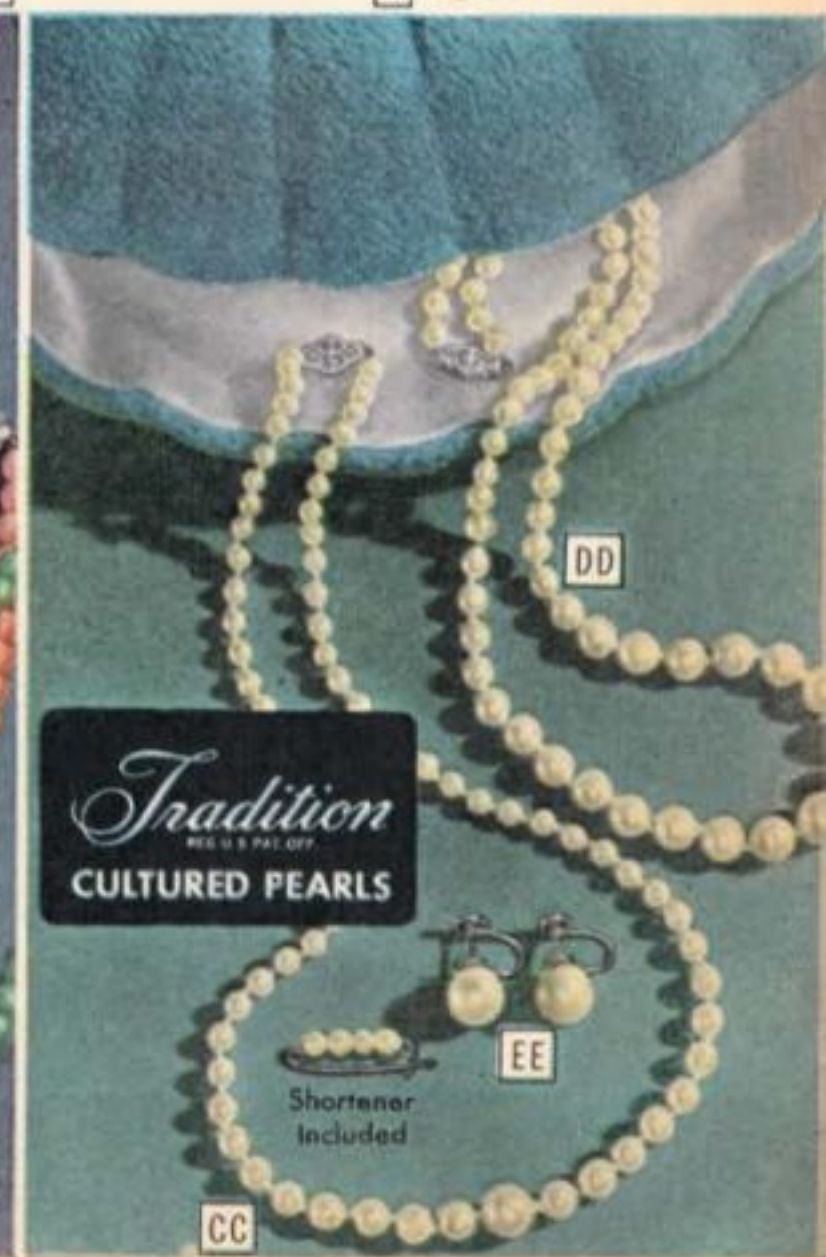
1 2 3  
Personalized with 3 Initials  
at no charge



**\$495**

Boxed Set

Real Porcelain  
"Dresden Rose"  
Hand-made and  
hand-painted



*Tradition*  
CULTURED PEARLS

Shortener  
Included

ALL ITEMS DESCRIBED ON OPPOSITE PAGE

CPBKMDG PAGE 79 . . COSTUME JEWELRY

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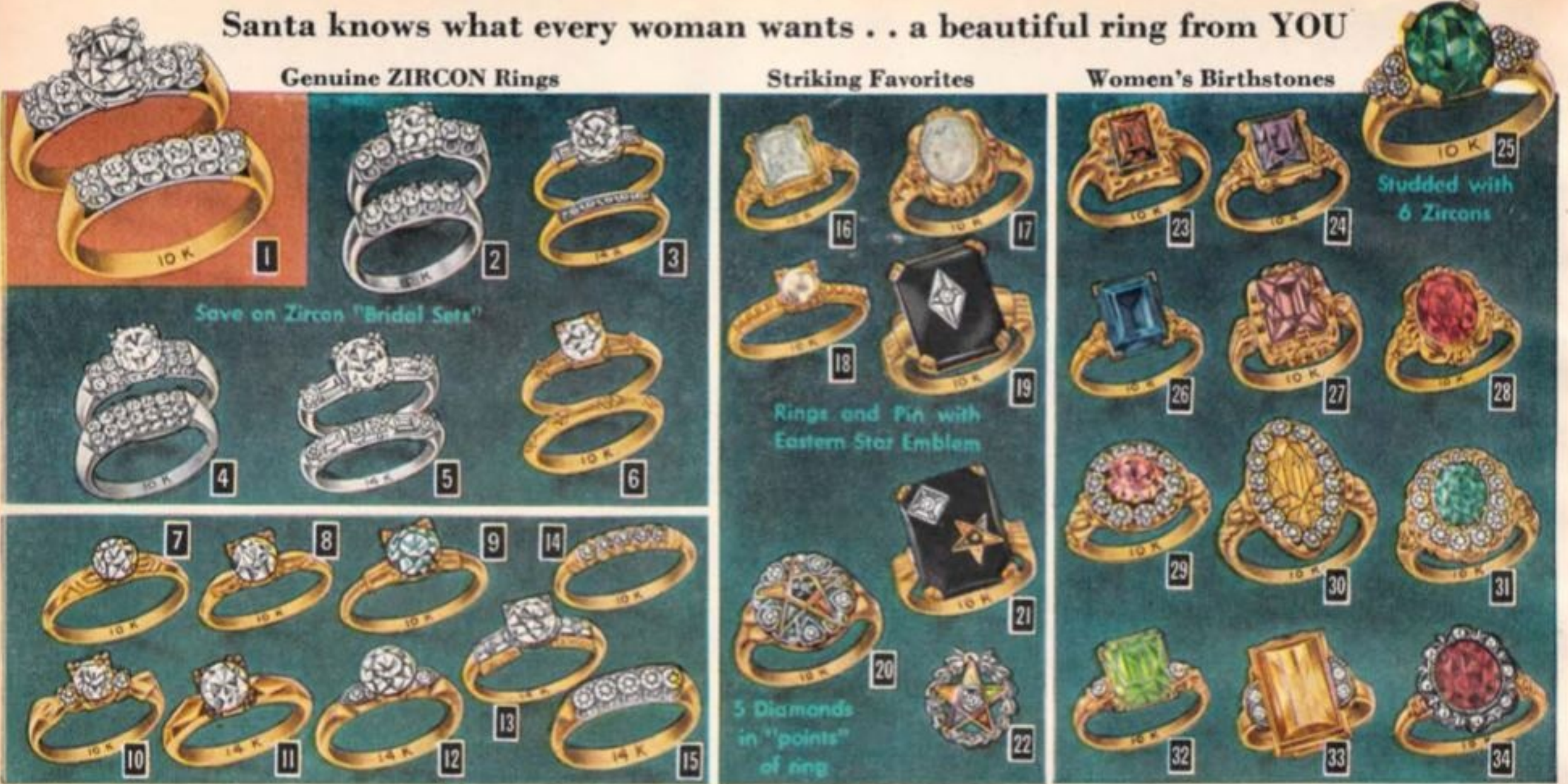


Santa knows what every woman wants . . a beautiful ring from YOU

Genuine ZIRCON Rings

Striking Favorites

Women's Birthstones



Children, too, want a beautiful ring to cherish as their very own

Girls 6 to 12 Years

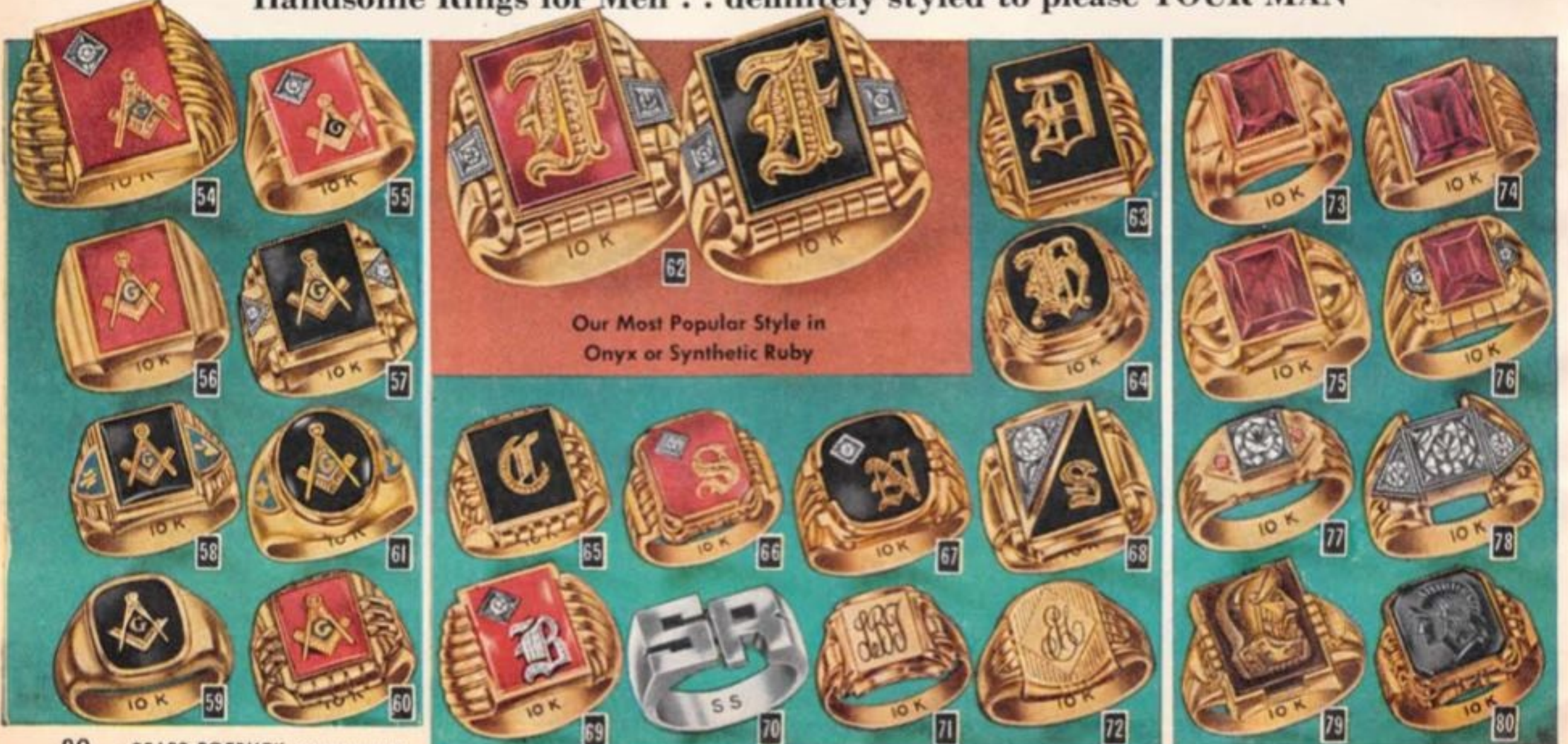
Girls 12 to 17 Years

Boys 6 to 12 Years

Boys 12 to 17 Years



Handsome Rings for Men . . definitely styled to please YOUR MAN





# Rings on their fingers

will keep you always in their hearts

If you KNOW ring size state it . . . if NOT, here are 2 ways to measure:



**A** Cut cardboard 5 in. long as shown at left. Take ring that FITS and drop over narrow end of cardboard . . . but don't force. Then draw line at both sides of ring where it stops . . . send with order.



**B** Cut cardboard (about wt. of catalog cover) 4 in. long, but not over 1/4 in. wide. Wrap around largest part of finger so it'll slip back and forth. Mark with pencil where paper joins . . . send with order.

Or write for Ring Size Card 8264N. For one size larger add \$1.00, 2 sizes \$2.00 (up to size 14 for men . . . 10 for women).



## Genuine ZIRCON Rings for Women

ALL Rings below are White Zircons that look so much like diamonds only an expert can tell. (9) also comes in sky-blue. Zircons are about 1/2 heavier than diamonds so carats are about 1/2 smaller. Wedding rings engraved at no charge . . . print initials and wedding date. State HER Ring size 5 to 8. Gift boxed.

### SAVE on 2-pc. Bridal Sets

- 1** Abt. 1 ct. Two side zircons and blossoms.  
#4 N R5100EY—Save \$1.80 on Set . . . \$16.88  
#4 N 05101EY—10K yellow gold . . . 9.98  
#4 N R5102EY—Wedding Ring . . . 8.70
- 2** Abt. 1 ct. Four sparkling side zircons.  
#4 N R5246EY—Save \$6.08 on Set . . . \$29.88  
#4 N 05188EY—10K white gold . . . 19.98  
#4 N R5208EY—Wedding Ring . . . 15.98
- 3** About 1 1/4 ct. with two side diamonds in new square setting. Expensive 14K yellow gold.  
#4 N R5109EY—Save \$3.08 on Set . . . \$36.88  
#4 N 05110EY—Engagement Ring . . . 24.98  
#4 N R5111EY—5 Zircon Wedding Ring . . . 14.98
- 4** About 1 1/2 ct. Popular double row style has 8 twinkling zircons on sides.  
#4 N R5244EY—Save \$5.05 on Set . . . \$37.88  
#4 N 05233EY—10K white gold . . . 22.98  
#4 N R5234EY—Wedding Ring . . . 19.95
- 5** Largest Zircon . . . about 2 1/2 ct. Beauty of 2 baguettes emphasized by 2 round zircons.  
#4 N R5103EY—Save \$5.02 on Set . . . \$44.88  
#4 N 05104EY—Costly 14K white gold . . . 32.95  
#4 N R5105EY—Wedding Ring . . . 16.95
- 6** About 1 1/2 ct. Solitaire. Tiny beading and blossoms make this a romantic favorite.  
#4 N R5112EY—Save \$2.32 on Set . . . \$13.88  
#4 N 05205EY—10K yellow gold . . . 11.95  
#4 N R5113EY—Wedding Ring . . . 4.25

### Separate Zircons

- 7** Abt. 1 ct. 10K yellow gold.  
#4 N 05183EY . . . \$5.89
- 8** Abt. 1 ct. 10K yellow gold.  
#4 N 05106EY . . . \$6.98
- 9** About 1 1/2 ct. in white or radiant blue Zircon. 10K yellow gold. State choice.  
#4 N 05180EY . . . \$10.98
- 10** About 1 ct. Two side zircons. 10K yellow gold.  
#4 N 05230EY . . . \$11.98
- 11** About 1 1/2 ct. Expensive 14K yellow gold.  
#4 N 05107EY . . . \$17.95
- 12** About 1 1/2 ct. with 2 genuine side diamonds. State: 14K yellow or white gold.  
#4 N 05159EY . . . \$29.98
- 13** About 1 1/2 ct. with 4 diamonds. 14K yellow gold.  
#4 N 05114EY . . . \$31.98
- 14** Five Zircon Wedding Ring. 10K yellow gold.  
#4 N R5203EY . . . \$7.69
- 15** Five Zircon Wedding Ring. State choice: 14K yellow or white gold.  
#4 N R5207EY . . . \$26.98

## 10K yellow gold

State ring size 5 to 8.

- 16** Genuine Opal Ring.  
#4 N 05115EY . . . \$8.98
- 17** Real Opal Ring.  
#4 N 05241EY . . . \$9.98
- 18** Cultured Pearl in beloved prong setting.  
#4 N 05116EY . . . \$8.98
- 19** Genuine Onyx with 1/100 ct. diamond.  
#4 N 05231EY . . . \$17.98  
3/100 ct. diamond  
#4 N 05232EY . . . 26.98
- Eastern Star Jewelry**
- 20** Eastern Star Ring with 5 diamonds, synthetic stone star points.  
#4 N 05190EY . . . \$34.98
- 21** Genuine Onyx, corner diamond and enameled Eastern Star emblem.  
#4 N 05225EY . . . \$18.98
- 22** Enameled Pin. Diamond. 10K White Gold  
#4 N 05235EY . . . \$10.95

## Women's Synthetic or Simulated Birthstones

SIMULATED stones are expertly cut and colored to resemble the genuine . . . SYNTHETIC are scientifically created reproductions of genuine gems. All have 10K yellow gold mountings. Please state ring size 5 to 8 AND Birth month . . . see chart below.

- 23** Portrait type mounting with simulated birthstone.  
#4 N 05068EY . . . \$3.95
- 24** Simulated square-cut stone in simply designed setting.  
#4 N 05063EY . . . \$4.19
- 25** Fiery brilliance of synthetic made even more exotic with 6 glowing side zircons.  
#4 N 05088EY . . . \$17.95
- 26** Artistic simulated stone with blossom accents.  
#4 N 05062EY . . . \$4.98
- 27** Daintily framed Simulated stone with raised mounting.  
#4 N 05072EY . . . \$5.98
- 28** "Picture frame" around oval simulated stone.  
#4 N 05069EY . . . \$5.98
- 29** White sapphires encircle round stone . . . all simulated.  
#4 N 05055EY . . . \$5.98
- 30** Marquise-cut with white sapphires . . . also simulated.  
#4 N 05054EY . . . \$7.49
- 31** Fancy edge with simulated center and white sapphires.  
#4 N 05041EY . . . \$7.98
- 32** Light-catching Synthetic stone with 2 diamonds.  
#4 N 05071EY . . . \$11.90
- 33** Four genuine diamonds enhance Synthetic stone.  
#4 N 05073EY . . . \$17.95  
#4 N 05074EY—No diamonds 11.95
- 34** Our Finest Birthstone Ring . . . 6 diamonds with Synthetic stone.  
#4 N 05089EY . . . \$19.95

## BIRTHMONTH CHART

January . . . Dark Red Garnet  
February . . . Purple Amethyst  
March . . . Green Aquamarine  
April . . . White Sapphire

May . . . Pale Green Spinel  
June . . . Violet Alexandrite  
July . . . Red Ruby  
August . . . Light Green Peridot

September . . . Dk. Blue Sapphire  
October . . . Rose Pink Zircon  
November . . . Golden Sapphire  
December . . . Blue Green Zircon

NOTICES: Prices Include 20% Tax. ♦ Birthstones and women's zircons shipped from Chicago only. All other rings shipped from Chicago or Philadelphia. Order, pay postage from your Mail Order House. Shipping weight each 4 ounces.

## Rings specially styled AND sized for young Children and Teen-agers

### Girls 6 to 12 years

10K yellow gold mountings. State size 3-4-5 only. Gift Boxed . . . to make her feel like a queen. Simulated Birthstones . . . (35-38) chart above. State size and birth month. Petal frame around.

- 35** #4 N 05090EY . . . \$3.19
- 36** Fancy favorite Birthstone.  
#4 N 05066EY . . . \$2.59
- 37** Shapely Oval Birthstone.  
#4 N 05065EY . . . 2.98
- 38** Richly detailed setting.  
#4 N 05064EY . . . 3.55
- 39** Signet Ring. Engraved (see at right) Print 2 initials.  
#4 N R5289E . . . \$3.29

### Girls 12 to 17 years

10K yellow gold. State ring size 5 to 7. Each nicely gift boxed. Simulated Birthstones (40-43) . . . chart above. State size, birth month. Popular simple design.

- 40** #4 N 05076EY . . . \$3.98
- 41** Lovely border for gay stone.  
#4 N 05077EY . . . \$4.19
- 42** Fancy oval "swirl" setting.  
#4 N 05078EY . . . \$4.59
- 43** Clear stone cluster "pet."  
#4 N 05084EY . . . \$5.98
- 44** Genuine Onyx with real diamond . . . just like the style favored by women everywhere.  
#4 N 05229EY . . . \$8.98

### Boys 6 to 12 Years

10K yellow gold except Roy Rogers (48) is silver. State size 3-4-5. Signet Rings (45, 46). Engraved at no charge. NO C.O.D. Orders. If correctly engraved may not be returned. Print 2 initials.

- 45** Signet with polished top.  
#4 N R5642E . . . \$2.59
- 46** Signet with beveled edges.  
#4 N R5637E . . . \$3.49
- 47** Mannish Simulated ruby or sapphire. State choice.  
#4 N 05545EY . . . \$3.89
- 48** Roy Rogers Sterling Silver Ring. State size 3 1/2, 4 1/2, 5 1/2.  
#4 N 05902E . . . \$1.18

### Rings for older Boys 12 to 17 Years

All mountings below fashioned of gleaming 10K yellow gold. Patterned after best-selling Men's rings. State size 6 to 9.

- 49** Massive Genuine Onyx Initial Ring. Print HIS Initial.  
#4 N R5404EY . . . \$9.98
- 50** Genuine Onyx with HIS Initial Print I Initial.  
#4 N R5406EY . . . \$6.59  
Same . . . sterling silver mounting.  
#4 N R5407EY . . . \$4.19
- 51** Handsome Ring with simulated ruby or sapphire. Striking engraved mounting. State choice.  
#4 N 05557EY . . . \$4.98
- 52** Signet Ring with gleaming satin finish top. Always so popular because it is such a personal gift. Initials engraved, but NO C.O.D. ORDERS. If correctly engraved it may not be returned. Print HIS 2 Initials.  
#4 N R5634E . . . \$4.49
- 53** Genuine Onyx with Genuine diamond. Masculine style mounting is exactly like Dad's.  
#4 N 05568EY . . . \$10.98

## Ring a bell with any man this Christmas . . . Give him a handsome ring

### FRATERNAL Rings for Men

All rings are 10K yellow gold. Diamonds are set in rich 10K white gold to bring out sparkle. State ring size 8 to 12.

- Masonic . . . Knights of Columbus . . . or Elks**
- 54** Synthetic ruby. Emblem and countersunk diamond.  
#4 N 05459EY—State HIS Emblem . . . \$34.95  
#4 N 05460EY—Genuine black onyx. State emblem . . . \$29.95
  - 55** Diamond, Emblem countersunk in Synthetic ruby.  
#4 N 05450EY—State HIS Emblem . . . \$39.98  
#4 N 05465EY—Genuine black onyx. State emblem . . . 34.50
  - 56** HIS Emblem countersunk in Synthetic ruby.  
#4 N 05493EY—State HIS Emblem . . . \$29.95  
#4 N 05494EY—Genuine black onyx. State emblem . . . 26.95
  - 57** Two diamonds highlight genuine onyx and emblem.  
#4 N 05455EY—State HIS Emblem . . . \$19.98  
#4 N 05454EY—Synthetic ruby. State emblem . . . 24.98

### Rings with MASONIC EMBLEM ONLY

- 58** Masonic emblem countersunk in genuine onyx.  
#4 N 05453EY—"Tool" emblem on sides . . . \$19.98
- 59** Masonic emblem encrusted on genuine onyx.  
#4 N 05484EY . . . \$16.98  
#4 N 05488EY—Same ring with Synthetic ruby . . . 21.95
- 60** Inlaid Masonic emblem in Simulated ruby.  
#4 N 05452EY—Our Budget-priced Wonder. 12.50
- 61** Masonic emblem countersunk in oval genuine onyx.  
#4 N 05451EY—"Tool" emblem on sides . . . \$19.98

### INITIAL Rings . . . a Personal Gift

All mountings are 10K yellow gold. Diamonds set in white gold for added brilliance. State ring size 8 to 12. Print initial.

- 62** Synthetic ruby with two diamonds on sides.  
#4 N 05401EY . . . \$23.95  
Same with genuine Onyx.  
#4 N 05402EY . . . \$18.50
- 63** Unusually large Genuine Onyx designed with sleek simplicity that is so popular.  
#4 N 05413EY . . . \$17.98
- 64** Semi-oval Genuine Onyx . . . so definitely masculine.  
#4 N 05405EY . . . \$13.98
- 65** Genuine Onyx in modern tailored mounting.  
#4 N 05415EY . . . \$11.98  
#4 N 05416EY—Sterling. 4.98
- 66** Fiery diamond shines brightly in synthetic ruby.  
#4 N 05422EY . . . \$22.98  
Same with genuine Onyx.  
#4 N 05432EY . . . 17.98
- 67** NEW . . . genuine Antique Onyx with diamond.  
#4 N 05433EY . . . \$21.98  
Same with Synthetic ruby.  
#4 N 05434EY . . . \$26.98
- 68** Genuine Onyx with white Zircon in 10K white gold.  
#4 N 05400EY . . . \$28.75  
Same with 3/100 ct. diamond.  
#4 N 05446EY . . . \$34.95
- 69** Our Finest Initial Ring . . . flashing diamond countersunk in Synthetic Ruby.  
#4 N 05429EY . . . \$34.95  
#4 N 05430EY—Onyx . . . 29.95
- 70** Most Modern . . . 2 cutout Initials in Sterling. Made to order. Shipped from Los Angeles factory. NO C.O.D.'s. Print HIS 2 initials. Postpaid.  
#4 N 5428EF—Wt. 4 oz. . . \$8.98  
Same in costly 14K yellow gold  
#4 N 5445EF . . . \$42.95
- 71** SIGNET RINGS. Engraved at no charge. NO C.O.D. ORDERS. If correctly engraved may not be returned. Print up to 3 Initials.  
Low-priced Signet.  
#4 N R5615EY . . . \$7.49
- 72** Heavier, engine turned top.  
#4 N R5613EY . . . \$9.49

### POPULAR Rings for Men

Why are they so popular? . . . because each one is so distinctively masculine and smartly designed. All mountings are 10K yellow gold. State ring size 8 to 12.

- 73** Simulated ruby in modern style mounting.  
#4 N 05548EY . . . \$8.98
- 74** Synthetic Ruby set in massive mounting.  
#4 N 05576EY . . . 16.98
- 75** Synthetic Ruby in expensive style setting.  
#4 N 05571EY . . . \$16.98
- 76** Two genuine Diamonds with Synthetic Ruby that has been expertly cut for extra sparkle.  
#4 N 05556EY . . . \$17.98
- 77** Flashing diamond-like White Zircon (about 1 1/2 carat). Rich contrast added with striking synthetic ruby at each side set in triangles.  
#4 N 05537EY . . . \$28.98  
#4 N 05547EY—Same without rubies . . . 23.98
- 78** Larger White Zircon (about 2 1/4 carat) ablaze with sparkling zircons on both sides. All these stones seem much larger and more brilliant because they are set in pure white gold.  
#4 N 05572EY . . . \$29.98
- 79** Carved Tiger Eye Cameo . . . masculine favorite.  
#4 N 05536EY . . . \$9.98
- 80** Genuine Hematite Intaglio with rich sheen that always make this type of ring such a terrific hit with men. Each detail painstakingly carved, too.  
#4 N 05575EY . . . \$14.98

Be sure to read HOW TO ORDER Above. Shipping weight each 4 ounces.

CPBKMAMDG3 PAGE 81 . . . RINGS

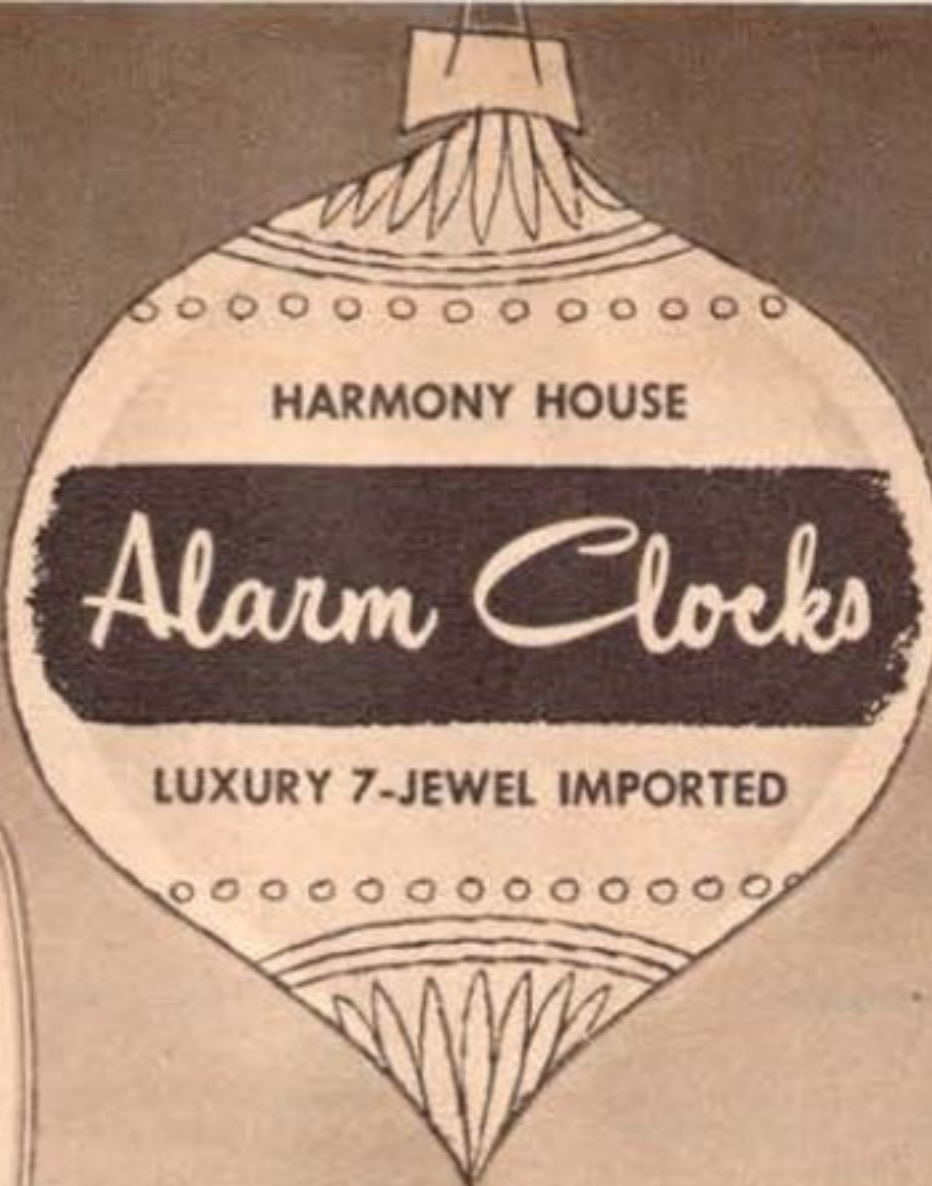




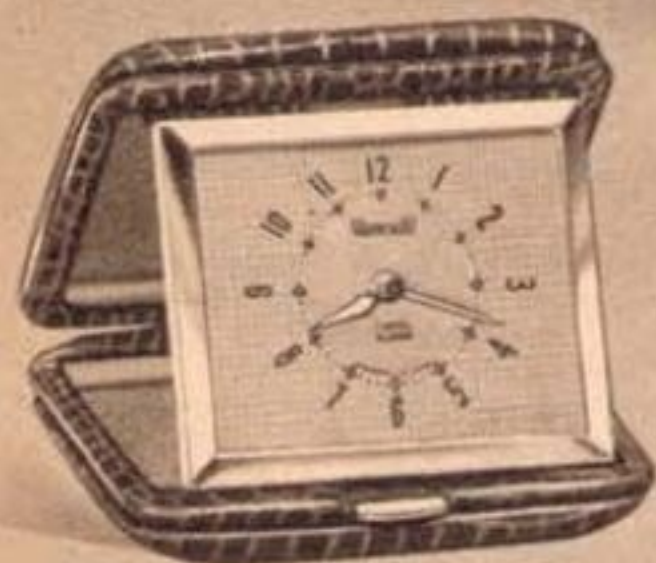
A



C



Was \$7.95  
Price Repeated at  
**\$6.75**



B



D

Laboratory Tests Proved  
No Finer imported JEWELLED  
Alarms Selling Under \$20.00



Was \$8.65  
Price Repeated at  
**\$7.35**



### Low introductory prices on our four newest 7-Jewel Imported Alarm Clocks with the famous Harmony House features

**A** Newest Style . . . numbers are on outside of case. Luminous hands, hour dots, silver color dial. Polished brass base. Features at right. Ivory, pink or blue; gold color trim. 3 1/4 in. high. State color.

**B** New Travel Alarm with genuine leather case in red, blue, brown or green. Gold plated monogram at no extra charge. Luminous hands, hour dots on gold color dial. 3 1/4 x 2 1/8 in. State color, print initial.  
4N7040E—Wt. 1 lb. Special **\$7.35**  
4N7043E—Wt. 9 oz. Special **\$8.50**

**NEW "Pedestal" Alarm Clocks . . .** the gift for those who have been wanting a smart "living-room" alarm. Grooved gold color base matches trim around clock. 4 1/4-in. high. Ivory color metal case is just right if her setting is modern or traditional. One-day clock has features at right. Shpg. wt. 1 lb. 6 oz.

**C** Plain with pierced hands.  
4N7013E—Introductory **\$7.75**

**D** Complete Luminous hands and numerals.  
4N7014E—Introductory Price **\$8.50**

- Made by master European craftsmen in Germany (U.S. Zone) to same exacting specifications as a fine jeweled watch.
- Precision jewels at points of greatest wear assure accuracy and long life.
- Exclusive New "Permalarm" . . . sets automatically each time you wind alarm.
- Hair spring and balance wheel are temperature compensated.
- Mainspring is dust protected.
- Electronically timed and adjusted.
- All this . . . PLUS exquisite jewel styling

15% OFF

### Big Sale Repeated on Harmony House Alarms

It's more than just savings though, that make these HARMONY HOUSE alarms such outstanding Christmas gift values. This modern design has proved to be tops because it has the richness of artistic simplicity.

Slim ivory enameled metal case with gold color trim and base has all the superior features described at left. 1 day alarm is just 3 1/4 in. high. Shipping weight each 1 pound.

**E** Plain Dial with pierced hands.  
4N7011E—Sale Price Repeated at. **\$6.75**

**F** Brown dial with luminous hands, numerals.  
4N7012E—Sale Price Repeated at. **\$7.35**

### Travel Alarms on Sale

**G** Travel Alarm Reduced 20% . . . with gold plated monogram too! Compact case covered with lizard-grain simulated leather in red, blue, brown or tan. Luminous hands and numerals. 3 1/2 in. high open. 30-hour movement. Print 1 initial for monogram (of course at no cost).  
4N7017E—State color. Wt. 12 oz. Was \$6.95 Now **\$5.49**

**H** 15% OFF on Lowest Priced genuine leather Travel Alarm we have ever seen. Red, blue or brown morocco or tan pigskin. 40-hour movement. Luminous hands and numerals. 3 1/2 in. Print 1 initial for gold plated monogram.  
4N7009E—State color. Wt. 12 oz. Was \$7.95 Now **\$6.75**

### Porcelain Clocks CUT 10%

**J** Save on Porcelain China Occasional Clock. Authentic design with charm of a French antique. Hand-painted flowers. 8 in. high. Self-starting Sessions Electric Movement.  
4N7364E—Shpg. wt. 3 lbs. Was \$9.95 . . . Now **\$8.95**  
8-day Spring driven movement.  
4N7308E—Shpg. wt. 3 lbs. Was \$9.95 . . . Now **8.95**

**K** Miniature Porcelain China Boudoir Alarm. Authentic "Dresden China" design. Hand-painted floral motif. 1-day spring-driven movement. 7 in. high.  
4N7309E—Shpg. wt. 2 lbs. 8 oz. Was \$6.95 . . . Now **\$6.25**

### Save \$3.00 on Home Sweet Home

**L** The gift that's so appealing. Grandma actually rocks and cottage and dial light up (switch is on back of case). Either ivory color plastic cottage with red roof . . . or walnut color with gray roof. Both have green shrubbery and white trellis. Self-starting movement. 12x3 1/4x7 1/2 in.  
4N7317E—State color. Wt. 6 lbs. Was \$19.95. **\$16.95**

### Harmony House 8-day Alarms

Harmony House precision 8-day Alarms still CUT 15%. Maroon, black or ivory color metal case, gold color non-tip base. 5 in. high. Wt. 1 lb. 11 oz. State color.  
**M** 4N7048E—Plain with white dial. . . . **\$3.98**  
**N** 4N7056E—Luminous hands on black dial. . . **4.58**

### National Call Alarm CUT

**P** 15% Reduction Repeated on Our Lowest price 1-day luminous alarm. Ivory color case, gold color trim with wide, firm base. Black dial, luminous hands, numerals. 4 1/2 in. high.  
4N7049E—Wt. 1 lb. 6 oz. Sale Price Repeated **\$2.37**

### Below Manufacturer's Cost Save \$21.00 on Seth Thomas "Travatrix" 7-Jewel 8-Day Travel Alarm Clock

Never sold below  
**\$35.94** NOW **\$14.94**

- 7-jewel 8-day Swiss precision movement
- Guaranteed for 1 full year by Seth Thomas
- Genuine red Morocco leather on closed sides
- Drop doors down . . . swivel clock on tiny shelf
- Order early . . . we have a Limited Quantity

A once in a lifetime offer . . . and so perfectly timed for a really elegant Christmas present. 2-inch silver-plated dial with numerals etched in brass . . . and of course luminous hands and hour dots. Brass base. 6 in. long when opened . . . compact 1 5/8x2 3/8 in. closed. Wt. 9 oz.

4N7019E—Save \$21.00 Now on "Travatrix" . . **\$14.94**

82 . . SEARS, ROEBUCK AND CO. MNKG



G



H



J



K



L



M



N



P

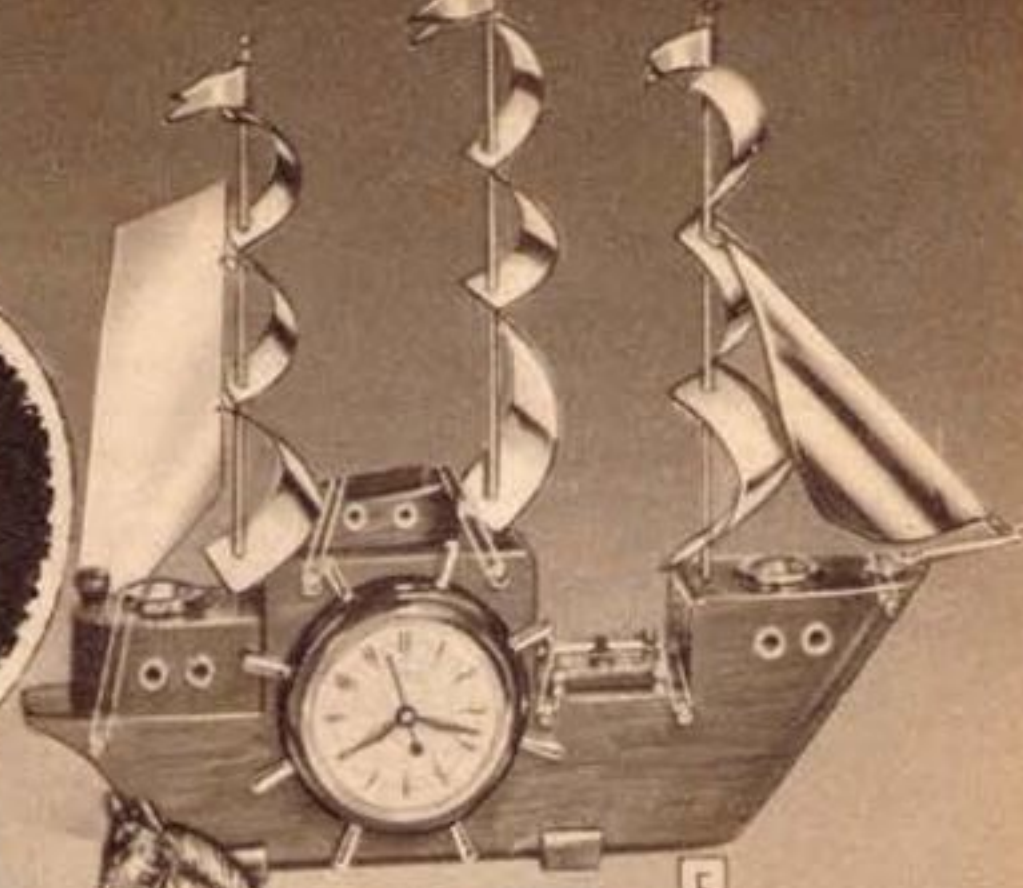
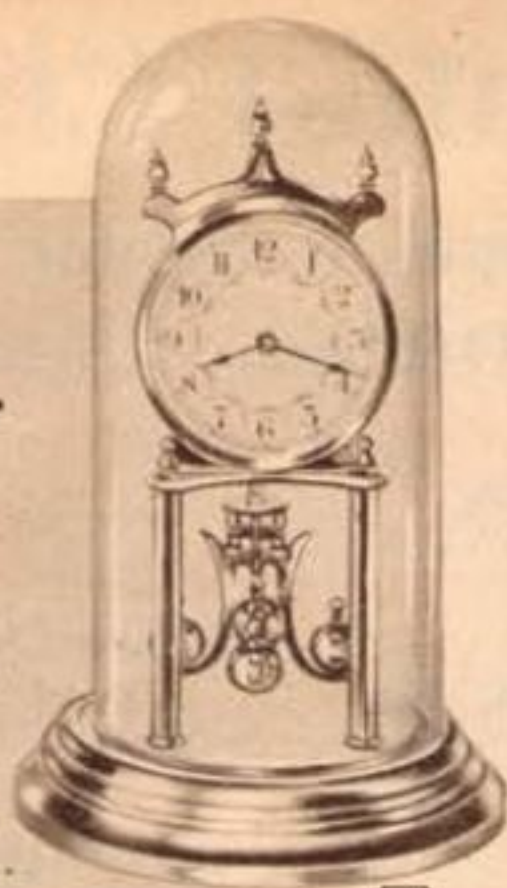




## Lowest Prices ever on Our 2 Most Popular Clocks

**A** Was \$39.95  
Cut \$5.00  
**\$34.95** \$3.50  
Cash Down

**B** Was \$39.50  
Cut \$3.00  
**\$36.50** \$4.00  
Cash Down



### 400-day Clock REDUCED \$5.00

**A** A precious heirloom made by skilled craftsmen. Polished brass clockworks with removable glass dome. Visible pendulum rotates slowly. Hand-painted porcelain china dial. Heavy brass base 7 3/4-in. diam. 12 in. high. Made in Germany (U.S. Zone). Specially packed.  
4 N M7312E—Shipped express. Shpg. wt. 10 lbs. Now \$34.95

### Westminster Chime Clock CUT \$3

**B** Chime peals each hour in full-tone chords... a patented feature. Deep tones sound quarter hour. Hand-rubbed mahogany veneer wood in tambour design. Gold, silver color dial. Self starting electric movement.  
4 N M7166E—20x3 3/4 x 5 5/8 in. Express. Wt. 7 lbs. Now \$36.50

### NEW Hand-painted 400-day Clock

**C** Masterpiece of old world charm. Daintily feminine flowers painted by hand on ivory-color finish over brass base, dial, columns. Gold color numerals. Rotating pendulum visible through removable glass dome. 11 3/4 in. high, 7 3/4-in. diam. Made in U.S. Zone, Germany.  
4 N M7343E—Specially packed. Express. Wt. 10 lbs. \$41.50

### NEW... Chime or Strike Clock

**D** Smallest ever, 4 1/4 x 5 3/4 x 9 3/4 in. Hand rubbed mahogany veneer wood. Raised gold-color numerals, hands on silver-color dial. Self-starting electric. Wt. 7 lbs.  
4 N 07171E—Westminster Chime... Special Price \$36.50  
4 N 07172E—Strikes hours, quarter hours. Special 29.50

### NEW "Flagship" Clock... lights up

**E** Rigged just like old-time schooner... porthole light switches on deck. Unfurled flags and wind-filled sails are chrome. Self-starting electric clock with black hands on gold-color dial is nautically set in steering wheel. Hand-rubbed mahogany veneer wood.  
4 N M7369E—20 1/2 in. long. Express. Wt. 8 lbs. \$17.95

### Sessions Western Horse Clock

**F** Handsome statue of thoroughbred horse cast in rich bronze-color metal. Self-starting electric clock mounted in horse-shoe shaped case with 2 ponies in miniature corral. Mahogany-color wood base.  
4 N 7368E—17x5x11 1/4 in. Shpg. wt. 6 lbs. \$13.50



Was \$16.95  
Cut to  
**\$14.30**



Was \$19.95  
Cut \$2.00  
**\$17.95**



Was \$32.50  
Cut \$3.25  
**\$29.25**

### Genuine Cuckoo Clocks Cut Even Lower

HAND-CARVED Cuckoo Clocks imported from Europe's Black Forest. Colorful cuckoo calls hours and half hours. Gong strikes with Cuckoo. Two-weight, 1-day, pendulum movement.

**G** Budget-priced 11-inch Cuckoo Clock Cut 10%. Hand-carved, polished wood case in "bird and leaf" design. White Roman numerals and hands.  
4 N 7313E—8 1/2 x 11 1/2 in. Shpg. wt. 6 lbs. Was \$15.95. Cut 10% to... \$14.30

**H** Larger, 13 1/2-inch Cuckoo Clock Cut \$2.00. More elaborate wood case with "bird and boughs" design deeply carved by hand and polished to rich, dark luster. White numerals and hands. 10x13 1/2 in. Express. Wt. 8 lbs.  
4 N M7304E—Was \$19.95. Cut \$2.00 for worthwhile Christmas savings. \$17.95

**J** Largest of all, With biggest reduction... Cut \$3.25. De luxe 16-inch Cuckoo Clock with "Hunting Scene." Most elaborate, deeply hand-carved case adorned with symbols of the hunt... game bird, hare, old fashioned hunting rifle and topped by a carved stag's head. Largest, 9 1/2 x 16 in. Express. Wt. 10 lbs.  
4 N M7321E—Was \$32.50. Cut \$3.25 for your Christmas savings to \$29.25

NOTICE FOR 2 PAGES: Prices include 20% Tax except Alarm Clocks Under \$5.50 include 10%. Electric clocks are UL approved. They are complete with cord and plug for 110-volt, 60-cycle AC.



### Special Christmas BARGAINS on G.E. Alarms

"Repeater" Price Was \$11.94 Sale Price Repeated at **\$8.44**

**K** Save \$3.50 on this automatic electric alarm. It rings every 24 hours without resetting... can be shut off for week ends. Mahogany-color case is 4 in. high. Gold-color trim. Dark hands and numerals. Light tan dial. Postpaid.  
4 N 7082E—(Wt. 2 lbs. 3 oz.) Sale Repeated \$8.44

"Twinkle" Maintained Price was \$10.74 CLOSEOUT **\$7.44**

**L** Modern styling that adds lively color to any room. Big 30% savings on this maroon plastic clock with richly-polished metal trim and base. Dark numerals on ivory-color dial. Gold-color hands. 5 1/8 in. high.  
4 N 7123E—Shpg. wt. 2 lbs. 8 oz. Closeout \$7.44

"Gourmet" Price Was \$8.34 Sale Price Repeated at **\$5.98**

**M** Still reduced full 28%. Designed to pep up kitchens. Numerals raised to stand out clearly. Plastic case in red or green with white numerals, yellow with green numerals or white with red numerals. 7 3/4-in. diam. State color.  
4 N 7283E—Shpg. wt. 2 lbs. 6 oz. \$5.98

"Warbler" Maintained Price Was \$15.00 Sale Price Repeated at **\$10.50**

**N** SAVE \$4.50 on beautiful G.E. Clock... pleasing bell alarm makes it extra-special gift. Rich mahogany-finish wood case, gold-color trim. Dark numerals with gold-color hands. Brushed-metal hour track. 5 in. high.  
4 N 7089E—Shpg. wt. 2 lbs. 12 oz. \$10.50



## Why Orvin Precision Timekeeping is Unsurpassed by any other Leading Watch

ORVINS are made by foremost Swiss watch manufacturers. Each ORVIN has the dependable jeweled ORVIN Swiss movement with genuine jeweled lever escapement. This assures you accuracy, long service, and ease of repair.

The precision jewels in an ORVIN watch allow it to function unceasingly, year after year, with a minimum of wear. The amazing hardness of these jewels, their precise finish, and their perfect positioning within the watch add further assurance of precision timekeeping unsurpassed by any other leading fine-quality nationally advertised watch.



# Greatest Christmas

Two full pages of regular fine-quality  
17 and 7-jewel Orvins . . 23 brand-new styles!



5 Women's, 3 Men's  
17 Jewels **\$18.95** Each  
Six 7-jewel styles **\$15.95** Ea.



**Our Lowest Price  
Ever for a 17-Jewel  
Bangle Style Watch!**

### 1 2 3 4 5 Five Glamorous Styles for Women . . Choice of Yellow or White Gold

- Especially Designed for this Big Christmas Value Selection
- 7 or 17 Jewels . . Genuine Orvin Movements: Anti-Magnetic

Bewitching beauties, of the watch-maker's art! And priced to bring you one of the biggest values you've ever enjoyed! Notice the exquisitely designed cases, so expensive-looking, so feminine, so modern . . they're masterfully crafted of luxuriously gleaming 10K rolled gold plate, with stainless steel backs. Notice, too, the breath-taking loveliness of the dainty, gracefully shaped bands (they're 1/20 12K gold filled with stainless steel backs). Crystals are of shatter-proof Lucite, fashionably thick, and raised or domed. All watches in this group have expansion bands, ex-

cepted 1, which has snake band, and 2, which is bracelet style exclusively designed for ORVIN. Expansion band on watch 4 is telescope-type.

4 N 134E—17 Jewels. State color you want—yellow or white. State style (1), (2), (3), (4), or (5) . . . If you order style (1), please state wrist size in exact inches . . . Each \$18.95

4 N 154E—7 Jewels. State color you want—yellow or white. State style (1), (2), (3), (4), or (5). If you order style (1), state wrist size. Ea. \$15.95

Shpg. wt. each 9 oz. For wrist size, measure completely around wrist and print exact size in inches.

### 6 7 8 Special Christmas Values for Men

- All Shock-Resistant—Orvin Precision Movements
- All Anti-Magnetic—17 Jewels (8 also in 7-Jewel)

Watches 6 and 7 have 10K yellow rolled gold plate cases with stainless steel backs; 1/20 12K gold filled expansion bands with stainless steel backs. 17 jewels and the other features above. 8 has chrome-plated case with stainless steel back—and it's water-resistant! It has all stainless steel expansion band, luminous figures, hour, minute hands; red sweep second hand, 17 jewels and the other features listed above. 4 N 360E—State style (6), (7), or (8) . . . Each \$18.95  
4 N 380E—Same as style (8) except 7 jewels. . . . 15.95

## 7-Jewel Orvins . . Swiss Movements \$12.95

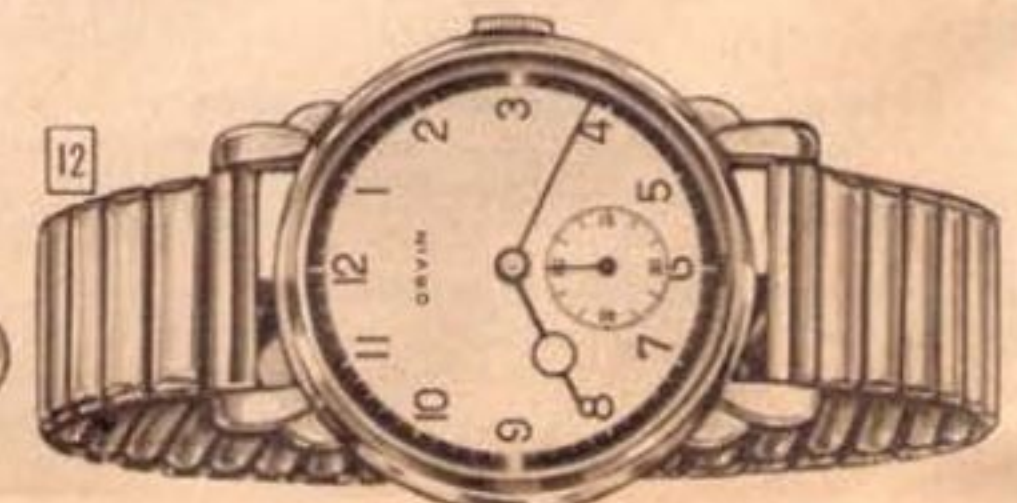
Anti Magnetic . . Stainless Steel Backs

9 Women's. 10K yellow rolled gold plate; stainless steel back. 1/20 12K gold filled expansion band; stainless steel back. 7 jewels. Anti-magnetic. 4 N 115E . . . \$12.95

10 VERY SPECIAL! The lovely new bracelet style—now in white rhodium finish—the same rhodium which is used to enhance the dazzling beauty of expensive platinum watches! Both the case and bracelet are finished in this wondrous rhodium which won't wear off! Backs are stainless steel. Anti-magnetic. 4 N 129E—7 jewels. . . . \$12.95

11 Men's dress watch of 10K yellow rolled gold plate with stainless steel back. ORVIN movement, with genuine jeweled lever escapement. 1/20 10K gold filled expansion band; stainless steel back. Shatterproof crystal. 7 jewels. Anti-magnetic. 4 N 313E . . . \$12.95

12 Men's dress watch of polished chrome plate with stainless steel back. All stainless steel expansion band. Unbreakable crystal. ORVIN movement, with genuine jeweled lever escapement. 7 jewels. Anti-magnetic. 4 N 333E . . . \$12.95



Each Watch on this page in Gift Box



# Watch Values in Sears History!

Not manufacturer's "mistakes" or leftovers that didn't sell  
... all are latest-style Orvins—all are brand-new fresh stock!



3 Women's, 2 Men's

**\$21<sup>95</sup>** Each

17-jewel movements



4 Women's, 2 Men's

**\$24<sup>95</sup>** Each

Two cases are all 14K gold



Each watch on this page packed in rayon velvet Christmas box



1



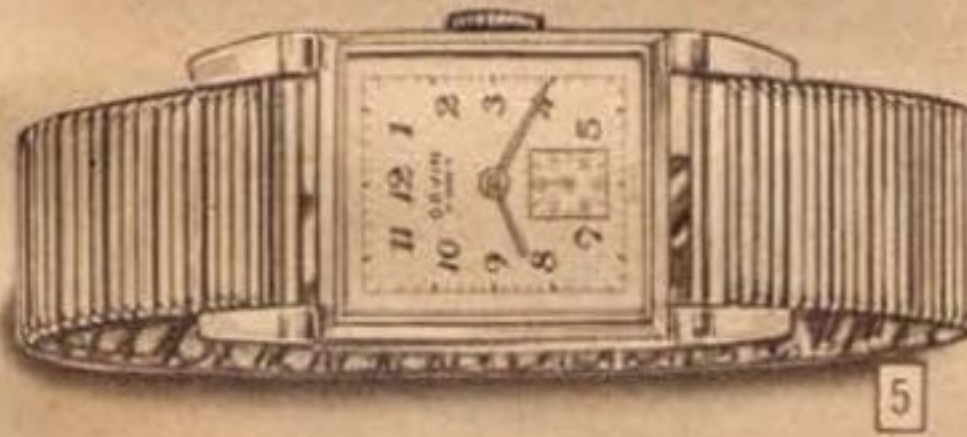
2



3



4



5

**1 2 3 Three Lovely Styles for Women—All in Your Choice of Yellow or White 10K Rolled Gold Plate.** Pick your super-value from this group of shapely beauties! 17 jewels. Anti-magnetic. Cases have stainless steel backs. Exquisitely dainty expansion bands are 1/20 12K gold filled, with stainless steel backs. Non-shatter Lucite crystals. Style 1 has gracefully domed crystal. Style 2 has raised crystal and telescope-style expansion band. Style 3 has strikingly different faceted crystal, and its expansion band has 3 engraved initials.

4 N R245E—State style number 1, 2, or 3. State color. For style 3, print 3 initials wanted. . . . . Ea. \$21.95

**4 5 Men's . . . Shock-Resistant by Incabloc—Heavy Domed Crystals—Handsome Gold-filled Expansion Bands.** Dress styles that speak well for a man's taste. Both have the fine ORVIN movement, as have all the other watches on these two pages. 17 jewels. 10K yellow rolled gold plate cases; stainless steel backs. Shock-resistant by Incabloc. Heavy domed Lucite crystals—non-shatter. Anti-magnetic. Expansion bands are 1/20 12K yellow gold filled, with stainless steel backs.

4 N 420E—State style number 4 or 5. . . . . Each \$21.95

**TAX AND SHIPPING NOTICE FOR THESE TWO PAGES:** Shpg. wt. ca. watch 9 oz. Watches shown 3/4 actual size. All prices on these two pages include 10% Federal Tax.

Order regularly and receive your catalogs regularly



6



7



8



9

**6 7 Women's . . . 14K Gold—Yellow or White.** Beautifully crafted 14K gold cases (front and back). Raised shatter-proof Lucite crystals. 17 jewels. Anti-magnetic. Bands are 1/20 12K gold filled; stainless backs. 6 has lovely fan-style telescope expansion band. 7 has new genuine double-snake band, with adjustable safety center clasp (for perfectly comfortable fit). 4 N 0255E—State style number 6 or 7. For 7, state wrist size (measure completely around wrist and print size in exact inches). Also state color (yellow or white). . . . . Each \$24.95

**8 9 New Bangle Styles . . . New Initial Charm—Yellow or White.** Gracefully shaped bracelets (1/10 10K gold filled) . . . rich grooved design . . . bewitching initial charm! 10K rolled gold plate cases; stainless backs. 17 jewels. Anti-magnetic. Domed crystals. 4 N R205E—State 8 or 9. Print initial. State color. . . . . Each \$24.95



10



Marines



Army



Navy



Air Force



11

Your choice of two initials or one service insignia (yellow gold filled)

**10 11 Men's Sport Styles.** Both are Incabloc shock-resistant; water and dust-resistant; 17 jewels; anti-magnetic, and have luminous hands. 10 is self-winding, has chrome-plated case, stainless steel back and expansion band. 11 is regular stem wind, choice of all stainless steel or 10K yellow gold filled case with stainless steel back. Matching expansion band with two initials or service insignia (initials and insignia are yellow gold filled). A typical Sears value.

10 4 N 0446E . . . . . \$24.95

11 4 N 0467E—State choice of case; also two initials or one service insignia . . . . . \$24.95

## Self-winding . . . Our Finest Orvins

Corrosion, dust, and water-resistant **\$29<sup>95</sup>**

**SAVE \$5 on style 12 . . . \$10 on style 13!** Both watches have famous ORVIN rotomatic movement . . . winds itself as you wear it—more accurate because main-spring tension is kept constant. Both have all stainless steel cases and all stainless steel expansion bands; 17 jewels; Incabloc shock-resistant; anti-magnetic . . . and both are resistant to dust and to the corrosion effects of salt water. Both have red sweep second hands and handsome crystals of shatter-proof Lucite.

12 4 N 0237E—Women's. Was \$34.95. \$29.95

13 4 N 0424E—Men's. (Has luminous figures, hour, minute hands.) Was \$39.75. \$29.95



12

Was \$34.95 this spring



13

Was \$39.75 year ago

CPKMG PAGE 85 . . WATCHES





7 and 17-Jewel Beauties  
created especially for

## High School and College Students

Fine quality un-  
surpassed by other  
nationally-known  
watches selling at  
higher prices

Plus

\$15.95 to \$24.95 (Prices include  
10% Fed. Tax)

Plaid  
Gift Box  
.. domed  
snap cover

And remember, all Orvins are ANTI-MAGNETIC... all have  
genuine Orvin movements and super-hard Orvin jewels

- 1 Young Men's 17-Jewel. Water-resistant. Incabloc shock-resistant. Stainless steel back and expansion band. Luminous hour and minute hands and figures. Unbreakable crystal. 4N 374E—Chrome-plated case. \$18.95 4N 358E—All stainless steel case; corrosion-resistant. \$21.95 4N 361E—10K yellow gold plate case; 1/20 12K gold filled band. \$21.95
- 2 Campus champ for service and looks—that's this men's dressy Prep of 10K yellow rolled gold plate; stainless steel back. Expansion band, 17 jewels. Incabloc shock-resistant. Engraved initials. 4N R353E—Print 3 initials. \$24.95
- 3 Bewitching beauty in 10K yellow rolled gold plate; stainless back. Young misses adore the ever-so-flexible snake band (1/20 12K gold filled). Adjustable safety center clasp. State wrist size (measure around wrist). 4N 165E—17 jewels. \$18.95 4N 166E—7 jewels. 15.95
- 4 Sweet-as-honey styling! Lovely expansion band (1/20 12K gold filled) of tiny hearts. 10K yellow rolled gold plate case. Band and case have stainless backs. Raised crystal. 4N 214E—17 jewels. \$19.95 4N 175E—7 jewels. 16.95
- 5 Adorable expansion band is the perfect mate for the very feminine case. Three initials in dainty script style. 17 jewels. Domed crystal. Case is 10K rolled gold plate; stainless back. Band is 1/20 12K gold filled, with stainless back. 4NR254E—Yellow. Print 3 initials. \$21.95 4NR297E—White. Print 3 initials. 21.95
- 6 Charmer for a young lady's wrist! Notice the graceful, slender lines of this lovely bracelet style and its initialed heart charm. 17 jewels. 10K rolled gold plate case; stainless back. 1/10 10K gold-filled bracelet. Faceted raised crystal. 4NR298E—Yellow. Print initial. \$24.95 4NR299E—White. Print initial. 24.95

Shipping weight each watch 9 oz. Shown 3/4 actual size.

## EXPANSION WATCH BANDS

... to give your watch that "up to the minute" look  
... styles for both men and women—from \$1.45 to \$5.95

Five good reasons why you should order one of these  
handsome Orvin expansion bands:

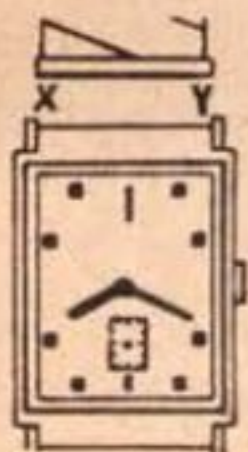
- Convenience—no fumbling with strap or clasp... just slip your watch on or off in a jiffy...
  - Appearance—good-looking styling, quality construction
  - Comfort—easy fit, freedom from binding
  - Protection—expansion bands absorb shock of sudden jolts
  - Low Price—Orvin bands give you quality at a price that means value... we believe they're America's best buys
- Shipping weight each band 4 ounces.

Women's ... 3 of these are brand-new for this book!  
All in choice of yellow or white 1/20 12K gold filled; stainless backs

- 7 4N R1270E—New Engraved 3 initials. Print 3 initials. State color gold. \$5.95
- 8 4N 1237E—Lovely faceted design. State color gold. 3.45
- 9 4N 1215E—Attractive, modern. State color gold. 3.45
- 10 4N 1271E—New this book. Telescope-type. State color gold. 2.45
- 11 4N 1272E—Bewitching loveliness. New this book. State color gold. 2.45

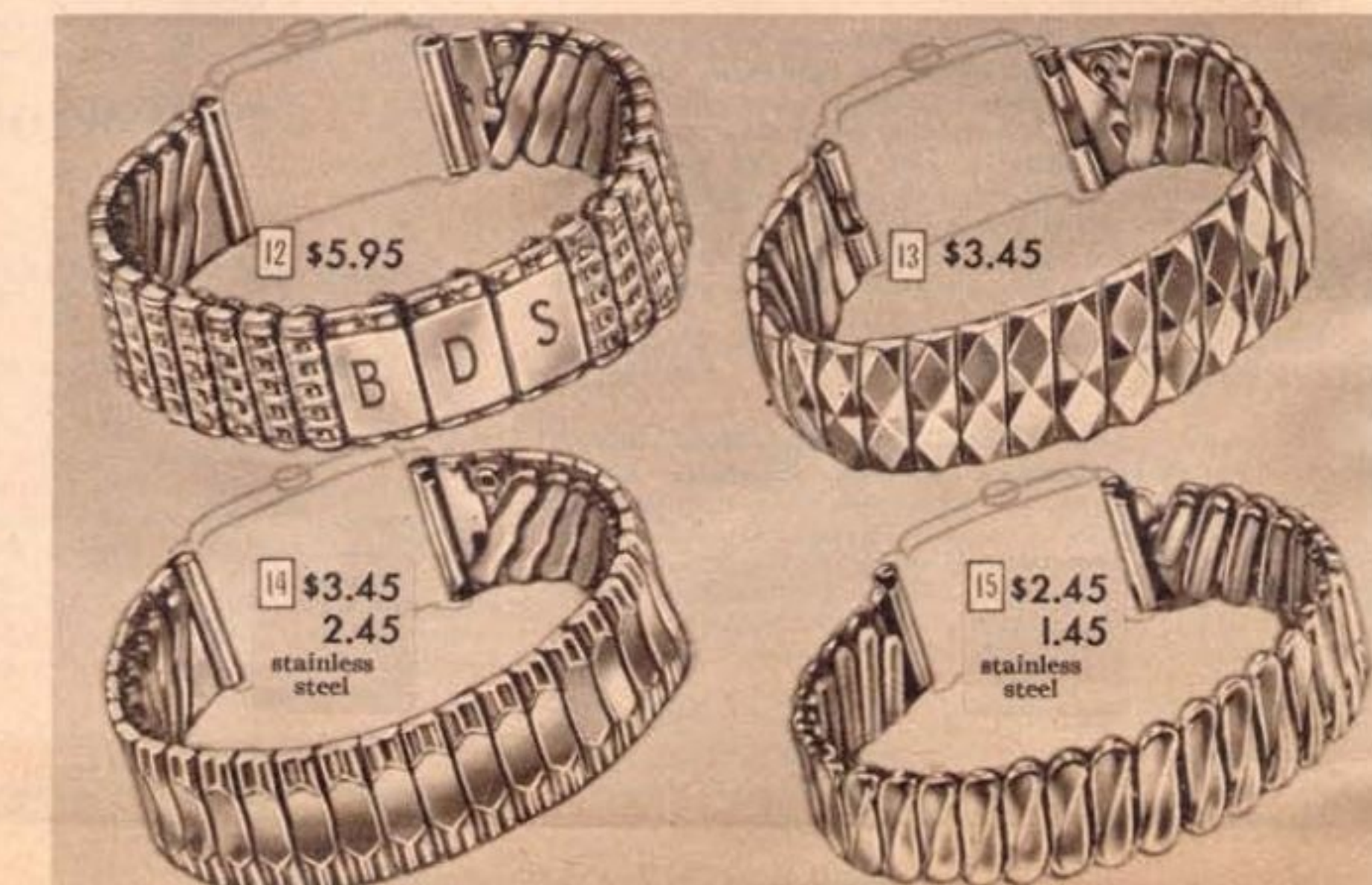
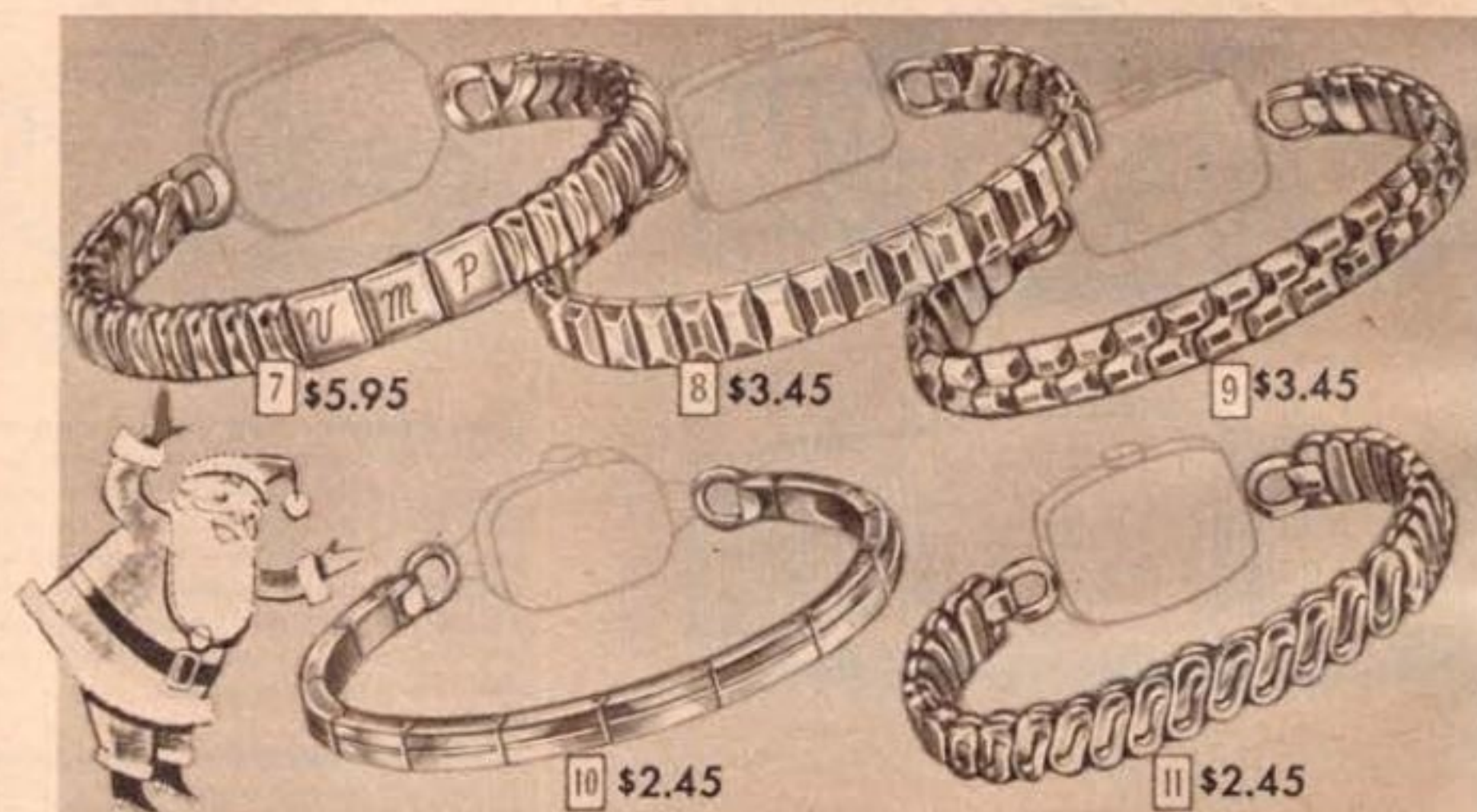
Men's expansion bands, all brand-new for this book!  
All are 1/20 12K gold filled unless otherwise stated

- 12 4N R1170E—Has 3 initials. White or yellow gold filled; stainless steel back. Print 3 initials wanted. State color of gold. \$5.95
- 13 4N 1171E—Double diamond design. Yellow. Stainless steel back. 3.45
- 14 4N 1172E—Dressy styling. Yellow. Stainless steel back. 3.45
- 15 4N 1173—Same as 14 but all stainless steel. 2.45
- 16 4N 1174E—Propeller design. Yellow. Stainless steel back. 2.45
- 17 4N 1175—Same as 16 but all stainless steel. 1.45



### HOW TO ORDER EXPANSION BANDS

State catalog number; also state color if there is a choice.  
Men's Bands: State end width (measure your watch from point X to point Y shown in small sketch at the left). Bands come in choice of 5/8 or 3/4-inch end width.  
Women's: No measurement is needed for women's expansion bands.  
Shpg. wt. ea. band 4 oz. Prices include 20% Fed. Tax where catalog number ends in E. Bands shown about 2/3 actual size.  
You can easily attach a new expansion band without any special tools. Instructions included. Takes only few minutes.







NO POSTAGE...NO CHARGE FOR CREDIT!  
Only \$5 to \$12 Monthly  
See information at bottom of this page

1 \$35.75 2 \$39.75 3 \$49.50 4 \$57.50 5 \$57.50

Women's... all gift boxed... 3 and 5 in yellow or white gold

- 1 Miss America... new Bulova model with all the loveliness the name implies! 17 jewels, 10K yellow rolled gold plate case; stainless metal back. Exquisitely styled telescope-type expansion band. 4 N 0614TE...\$35.75
- 2 Miss Universe... another new Bulova creation of exciting beauty. Modernistic case is 10K yellow rolled gold plate; stainless metal back. Tiny diamond design on the telescope-type expansion band. 17 jewels. 4 N 0615TE...\$39.75
- 3 Academy Award. Notice the shape-ly case and the slim lines of the lovely telescope-type expansion band. 21 jewels. 10K rolled gold plate case; stainless metal back. 4 N 0616TE—Yellow 4 N 0619TE—White Either color...\$49.50
- 4 Corinthia... new Bulova beauty, high-lighted with two diamonds. Genuine snake chain bracelet. Case and band are 1/10 10K white gold filled, with stainless metal backs. 17 jewels. Please state wrist size. 4 N 0620TE...\$57.50
- 5 American Girl... a new Bulova version of the bewitching bracelet style—to set feminine hearts fluttering! Case and bracelet all 1/10 10K gold filled. 17 jewels. 4 N 0617TE—Yellow 4 N 0618TE—White Either color...\$57.50

Bulovas for Men... 15, 17 and 21 jewels \$35.75 to \$59.50



- 6 Director. Handsome 15-jewel Bulova, brand-new for this Christmas Book! Masculine styling and dependable performance to give complete satisfaction. Case is 10K yellow rolled gold plate. Expansion band is 1/20 12K gold filled. Case and band both have stainless steel back. Domed crystal of non-shatter Lucite. 4 N 0538TE...\$35.75
- 7 Treasurer by Bulova. Distinguished styling. Notice the clean, simple lines of the 10K yellow rolled gold plate case and the highly polished center plaques of the full expansion band... notice, too, the fine engraved edges that frame the raised curved crystal. Back of case is stainless steel. 17-jewel movement. 4 N 0553TE...\$45.00
- 8 President. Another brand-new Bulova dress style for men... and especially for the man who is extra-particular about both the appearance and the performance of his watch. 21 jewels. 10K yellow rolled gold plate case; stainless steel back. Highly-polished facets on two-row diamond design of the expansion band. 4 N 0578TE...\$49.50
- 9 Self-winding Clipper... winds itself as you wear it. This handsome Bulova automatic watch is water-resistant. 1/20 10K yellow gold filled case; stainless steel back. Anti-magnetic. 17-jewel movement. Luminous hour and minute hands and hour markers. Sweep second hand. Expansion band of modern design. 4 N 0591TE...\$59.50

Bulova and Elgin watches are sent *postpaid* (shpg. wt. ea. 9 oz.), and can be bought on Sears Easy Terms at no extra charge. Men's watches shown  $\frac{3}{4}$  actual size; women's,  $\frac{1}{2}$  actual size. All prices include 10% Fed. Tax, except those over \$71.50 include 20%. Where wrist size is requested, please print size in exact inches (to determine size, measure completely around wrist). ♦ means watch is shipped from Chicago. Order from your mail order house.



Diamond-set Lady Elgin

2 diamonds \$125.00  
4 diamonds 150.00  
8 diamonds 185.00

Elgin's Finest Movement!

Breath-taking beauty, whispering affection with the sincere accent of shimmering diamonds. Tiny bewitching case is solid 14K white gold. The 3-point diamonds are mounted in lovely "Lily of the Valley" motif end-pieces. High domed crystal. Dial is white, with dainty figures in contrasting jet black. The 19-jewel movement is Elgin's very finest. Cord band is luxurious black nylon. Beautiful gift box. Please state wrist size wanted. (See measuring information at bottom of page.)  
♦ 4 N 0831TEY—2 diamonds (1/16 carat total wt.)...\$125.00  
♦ 4 N 0810TEY—4 diamonds (1/8 carat total wt.)...150.00  
♦ 4 N 0811TEY—8 diamonds (1/4 carat total wt.)...185.00

Elgins for Men \$65.00 to \$71.50



- 10 Elgin Deluxe. Now—for the first time—we offer an Elgin with an engraved expansion band... 3 initials in handsome block-style lettering. Rich-looking 1/20 10K yellow gold filled case. 17-jewel movement. Matching expansion band. ♦ 4 N R876TEY—Print three initials wanted...\$65.00
- 11 Lord Elgin. Superb combination of handsome styling and precision craftsmanship! Sleek case has "cut-back" sides... and it's all 1/20 14K yellow gold filled. Fine 21-jewel Elgin movement. The genuine alligator leather strap pairs up perfectly with the smartly designed case... to give this watch the expensive, luxurious appearance that its superior quality deserves—and in the quiet good taste a man likes. ♦ 4 N 0741TEY...\$71.50



## EXTRA VALUE!

Tower watches have precision-made one-day movements, electronically timed. They cost so little because of direct factory-to-Sears-to-you distribution without expensive magazine advertising.

Shpg. wts. men's watches 4 oz.

For Men and Young Men



A \$9.89

B \$13.39



Was \$5.19  
\$4.59



Was \$5.69  
\$4.99



Was \$6.99  
\$6.19

Was \$8.99  
\$8.09

### New Water-proof Towers!

Best quality ever—at lowest prices ever!

Water-proof . . . dust-proof . . . and shock-resistant. New dial design. Sturdy chrome-plated case in new extra-thin style . . . an outstanding case, the same, in every way, as the cases of many watches selling for much more. Stainless steel back. Expansion bands are stainless steel. Special low prices! In the 4 styles listed below.

- A 4 N 1792E—White dial; gold-color numbers. With genuine pigskin leather strap (tan) . . . \$9.89
- 4 N 1793E—Same as A but with expansion band . . . 11.39
- B 4 N 1795E—Silver-color dial; luminous hr., min. hands, numerals. Sweep second hand. Expansion band . . . \$13.39
- 4 N 1794E—Same as B but with pigskin strap (tan) . . . 11.89

**Tower CHROME Watches.** Electronically timed for accuracy. One-day movements. Cases are sturdy chrome plate, polished to a brilliant finish; stainless steel backs. Expansion bands are stainless steel.

- C **Tower Chrome.** Popular thin style case. 4 N 1759E—With expansion band \$4.59
- 4 N 1745E—With gray leather strap . . . 3.29
- D **Tower Chrome Luminous.** Luminous hands and numbers; black dial. Round sport-style case. 4 N 1758E—With expansion band . . . \$4.99
- 4 N 1747E—With gray leather strap . . . 3.69

**Tower GOLD Watches.** Cases are 10K yellow rolled gold plate; stainless steel backs. Expansion bands are 1/40 10K rolled gold plate, with stainless steel backs. One-day movements, electronically timed.

- E **Tower Gold.** Popular extra-thin style case. 4 N 1783E—With rolled gold plate expansion band . . . \$6.19
- 4 N 1770E—With tan pigskin strap . . . 3.99
- F **Tower Gold Ebony.** Dark dial; raised gold-color numerals. 4 N 1784E—With rolled gold plate expansion band . . . 5.99
- 4 N 1721E—With tan pigskin strap . . . 3.89
- G **Tower Gold Deluxe.** Gold filled numbers and hands. Handsome silver-color dial. 4 N 1785E—With rolled gold plate expansion band . . . \$8.09
- 4 N 1734E—With tan pigskin strap . . . 5.89

# Tower Watch Prices go tobogganing down

Biggest Price Cuts Ever—and Most Price Cuts Ever—in a Christmas Offering of Towers!

30 Big Book Prices Cut . . plus 8 Brand-New 1953 Towers at Record-Breaking Low Prices!



Was \$7.39  
\$6.65



Was \$9.89  
in Big Book  
\$8.89



Was \$7.39  
\$6.65

### Lady Tower Watches for Women

- Special shock-resistant movements . . . dials and movements amazingly tiny—small as a nickel
- Electronically timed and adjusted to three wrist positions
- All cases and bands have stainless metal backs
- Styled for work, sports, or dress

**Lady Tower CHROME . . .** luxuriously styled tiny case is richly chrome plated. Curved non-shatter crystal; silver-color dial. Black hands and numerals.

- H 4 N 1811E—With dainty grooved link-design stainless steel full expansion band . . . \$6.65
- J 4 N 1807E—With gray leather strap . . . 4.85

**Lady Tower LUMINOUS CHROME.** All features of the Lady Tower Chrome above plus fully luminous hands and numerals . . . and red sweep second hand. Ideal for nurses, teachers, etc., who need second hand accuracy, yet want a feminine looking watch.

- K 4 N 1812E—With dainty grooved link-design full expansion band. Fall sale price repeated . . . \$7.55
- L 4 N 1809E—With gray leather strap . . . 5.75

**Lady Tower GOLD.** All the features of the Lady Tower Chrome, plus a luxurious 10K yellow rolled gold plated case. Curved non-shatter crystal protects smart white dial with gold color hands.

- M 4 N 1814E—With 1/40 10K yellow rolled gold plate expansion band. Fall sale price repeated . . . \$8.89
- N 4 N 1805E—With tan pigskin grain strap . . . 6.65

**SHIPPING WEIGHT AND TAX NOTICE:** Shipping weight of each watch on these two pages is 4 oz. All prices on these two pages include 10% Federal Tax. All watches shown 3/4 actual size. All specially boxed.





Was \$5.39  
\$4.85  
in chrome

Was \$7.39  
\$6.65  
in chrome



Was \$3.69  
\$3.29  
in chrome

Was \$5.19  
\$4.59  
in chrome

"GROWNUP" STYLING FOR  
**Boys and Girls**  
MADE TO FIT SMALL WRISTS



Special  
\$4.19  
in chrome



Special  
\$5.49  
in chrome

### Special low Christmas price New 2-jewel Boys' Watches!

**Brand-New Boys' Towers.** Handsome new styling! Brand-new precision-made movements with 2 genuine sapphire jewels for greater accuracy and longer service! Quality and looks to steal a boy's heart... and now at a special low Christmas price. Sport-type cases; light gray dials, with black numerals and new-styled streamlined hands. All cases have stainless steel backs. Expansion band on chrome-plated watch is all stainless steel; band on rolled gold plated watch is 1/40 10K yellow rolled gold plate with stainless steel back. Straps and bands specially made to fit small wrists.

**E Genuine leather strap styles.**  
4N1918E—Chrome-plated... \$4.19  
4N1920E—Has 10K yellow rolled gold plated case... \$5.09

**F Expansion band styles.**  
4N1919E—Chrome-plated... \$5.49  
4N1921E—Has 10K yellow rolled gold plated case... \$7.29

### Shock-Defying Jr. Towers... "Grownup" Styling All have special straps and expansion bands that fit small wrists

**For Girls.** Special shock-resistant movements. Dials are as small as a nickel. Non-shatter crystals. Cases and expansion bands have stainless steel backs. Straps are leather.

**A 4N1900E—Tower.** Chrome-plated case. Gray strap... \$4.85  
**4N1908E—Tower Gold.** 10K yellow rolled gold plated case. Tan strap... \$6.65  
**B 4N1904E—Tower.** Chrome-plated. Stainless steel expansion band. \$6.65  
**4N1909E—Tower Gold.** 10K yellow rolled gold plated case; 1/40 10K rolled gold plate expansion band... \$8.89

**Rowdy Towers for Boys.** Rugged jolt-defying cases. Non-shatter crystals. Easy-to-read dials. All cases and expansion bands have stainless steel backs.

**C 4N1902E—Tower.** Has chrome-plated case and gray leather strap... \$3.29  
**4N1906E—Tower Gold.** Has 10K yellow rolled gold plated case and tan leather strap... \$3.99  
**D 4N1905E—Tower.** Chrome-plated case. Has stainless steel expansion band with name plaque. Two letters engraved at no extra charge. Add 6c each for additional letters. Print engraving... \$4.59  
**4N1907E—Tower Gold.** 10K yellow rolled gold plated case. Expansion band is 1/40 10K rolled gold plate (no name plaque)... \$6.19

NOTICE FOR THESE 2 PAGES: Each watch is specially boxed. Shpg. wt. ea. watch 4 oz. 10% Federal Tax included in all prices on these 2 pages. Watches shown 3/4 actual size.

down, down



Was \$1.98  
\$1.79

Was \$2.79  
\$2.49

Was \$2.98  
\$2.69



Was \$5.95  
\$4.95



Was \$10.75  
\$9.69

Was \$10.75  
\$9.69

Was \$10.75  
\$9.69

Was \$10.75  
\$9.69

### Boys' and Girls' 7-Jewel Towers All Reduced... You Save Now at these Cut Prices

- All have genuine Swiss movements with jewels at points of greatest wear
- All have sturdy chrome-plated cases with stainless steel backs
- All are specially designed to fit children's wrists
- All handsomely styled to delight the youngsters

**K Tower 7-Jewel Boys' Sport style**... a "he-man" watch for active youngsters. Fully luminous hands and numerals. Red sweep second hand. White dial with silver color second track. Genuine leather strap.  
4N1910E—With gray strap... \$9.69

**L Tower 7-Jewel Boys' Calendar Watch**... shows time and day of month—a feature usually found only in very expensive watches! Fully luminous hands and numerals. Second hand has dial. Genuine leather strap.  
4N1911E—With gray strap... \$9.69

**M Tower 7-Jewel Girls' Sport Style**... a dainty watch with leather-lined black suede strap and gold color buckle all her playmates will envy. She can wear it for school, play or dress. White dial, dark blue hands, numerals.  
4N1912E—With suede strap... \$9.69

**N Tower 7-Jewel Girls' Dress Watch**... so beautiful she'll think it's a fairy tale come true! Glamorous dial has real mother-of-pearl center with white track, gold color hands and raised numerals. Black cord band.  
4N1913E—With cord band... \$9.69

### Lapel and Pocket Watches

**G Tower Pocket Watch.** Nickel-plated case. Has handsome two-tone dial.  
4N1659E—Has black hands and numerals... \$1.79  
**H Tower Luminous Pocket Watch.** Hands and numerals glow in the dark. Black dial. Nickel-plated case. *Save now!*  
4N1665E... Was \$2.79... Now \$2.49  
**J Men's and Women's Tower Lapel Watch.** Leather lapel thong. Carry in purse, pocket, or on belt or lapel. Enamel border in red, green, or black.  
4N1857E—Please state color wanted... \$2.69

### Explorer Compass Watch

**P A dependable watch with fine jeweled compass built right into the non-shatter crystal!** Tells right direction, gives correct time. Appeals to Boy Scouts, Girl Scouts, young "adventurers" of all ages. Ideal for hikes and camping. Sturdy chrome-plated case; stainless steel back. Bold black hands and numerals for easy time-telling. Has Western style genuine leather strap (specially designed to fit small wrists) with silver-color metal buckle.  
4N1879E—Save. Was \$5.95. Now \$4.95





## Imported Wall Barometer

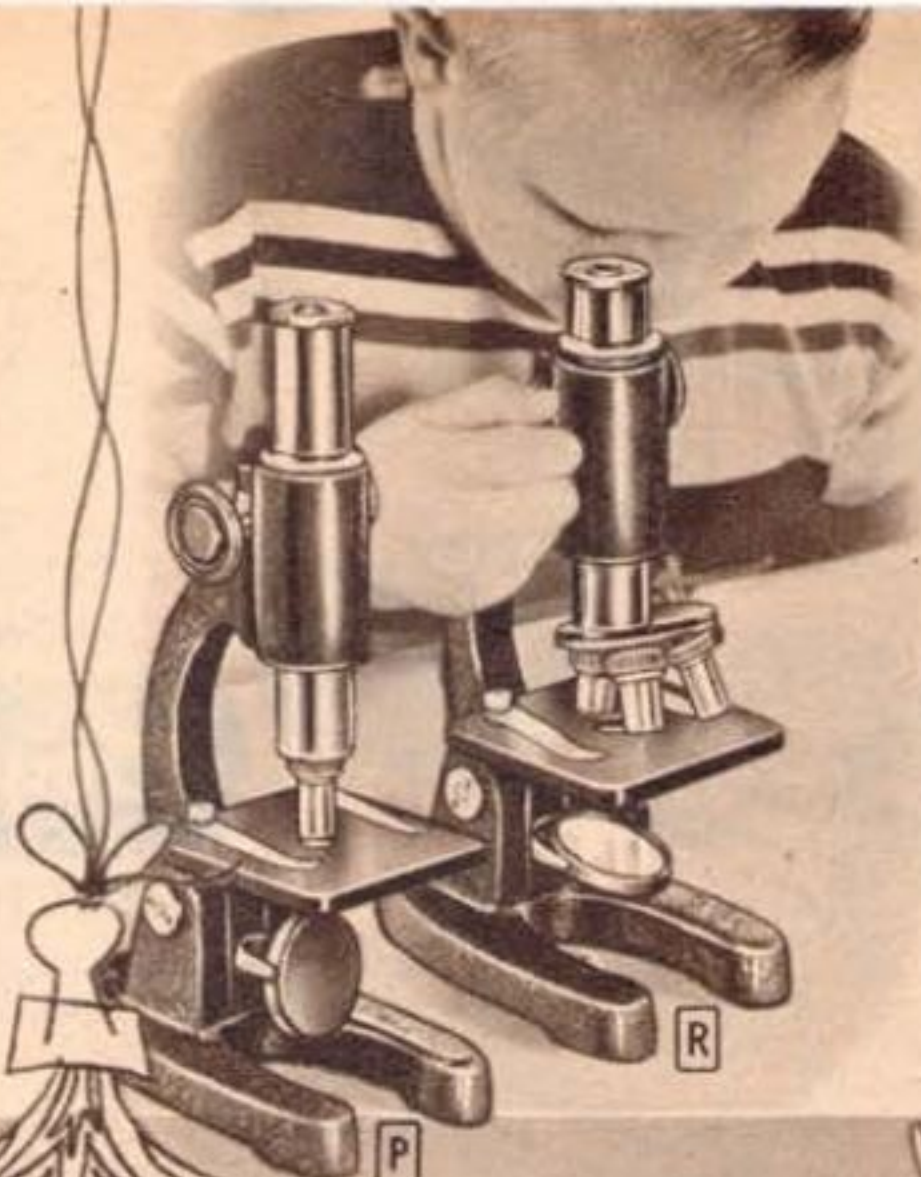
We Know It Would Be a  
Good Value Even at \$5.95

... that's why we say  
it is unsurpassed at **\$4.95**

Forecast local weather — foretell  
rain, cold snaps or high winds  
during next 24 hours

Your choice of highly polished blonde  
or mahogany finish wood case. Brass  
trim. Open center dial—you can see the  
fine brass movement. Adjusts to 2500  
feet altitude. 5½ in. in diameter. Made  
in Germany (Western zone). Shipping  
weight 1 pound.

4 N 6667—State color wanted.....\$4.95



## 300-power Microscopes

For students, hobbyists who  
need strong, clear magnification

Fixed  
Power **\$7.50**

Triple  
Power **\$9.50**

**P** Magnify objects clearly 300 times. All  
metal; black. Frame tilts like profes-  
sional models. Clips hold slide firmly. All-  
directional mirror. 7½ in. high closed.  
Fitted wood carrying case and 3 slides in-  
cluded. Made in Japan. Shipping weight  
4 lbs. Shipped express.

4 N M6357—Fixed 300-power model. \$7.50

**R** 4 N M6358—Triple-power model. Three  
powers (100X, 200X, 300X) mounted  
on revolving turret. (Locate objects quickly  
with lower powers, study in detail with 300  
power). Made in Japan. Shpg. wt. 4 lbs.  
Shipped express.....\$9.50



**A** Thermometer-  
Humidity Guide **\$4.75**



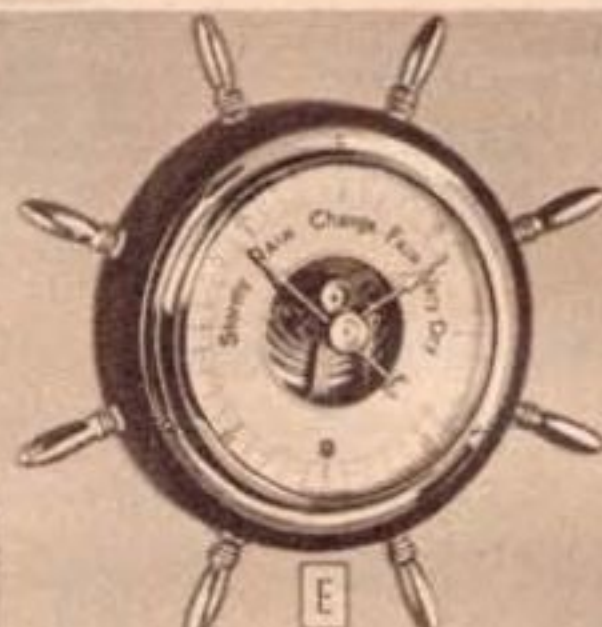
**B** 3-in-1 Combination  
Instrument **\$9.75**



**C** Indoor-Outdoor Thermometer  
Walnut or Ivory color **\$4.95**



**D** Indoor-Outdoor  
Thermometer **\$4.75**



**E** Yacht Style Barometer  
... for wall  
or desk **\$6.95**



**F** Marine Style Barometer  
... solid  
brass **\$13.95**



**G** Thermometer-  
Humidity Guide **\$1.89**



**H** Mahogany  
or Blonde  
finish  
Barometer-  
Thermometer  
**\$17.95**

**A** Airguide Thermometer-Humidity  
Guide. Handsome Carlton  
model. Tells the temperature and  
relative humidity. Gray plastic case.  
Base is solid brass, highly polished.  
3½ inches high, 5½ inches wide, 2  
inches deep. Shpg. wt. 2 lbs.  
4 N 6593.....\$4.75

**B** Airguide Combination "weather  
bureau" for home or office. Pre-  
cision accurate. The center barom-  
eter forecasts weather trends. Hu-  
midity is shown at the right; tem-  
perature shown at left. Gray bakelite  
case has gold-color metal trim, two-  
tone dial. 7¾ in. wide; 3¾ in. high.  
Has altitude adjustment.  
4 N 6665—Shpg. wt. 4 lbs....\$9.75

**C** Tower Indoor-Outdoor Thermom-  
eter. Mounts indoors near a  
window. The top dial shows the  
indoor temperature; bottom shows  
the outdoor temperature. Fastens  
with handy wall bracket...no holes  
to bore. 6¾ inches high. 5 feet of  
tubing included. Your choice of  
walnut or ivory-color plastic case.  
Shipping weight 1 pound.  
4 N 6662—State color.....\$4.95

**D** Airguide Indoor-Outdoor Ther-  
mometer. Mounts indoors near  
a window. Two glass tubes show  
outdoor and room temperature.  
Gray plastic case; 8¾ inches high.  
Wall bracket. 4-ft. cable included.  
4 N 6668—Shpg. wt. 12 oz....\$4.75

**E** Imported Yacht-style Barometer.  
Can be hung on wall or set on  
desk (has removable wire stand).  
Adjustable for altitudes up to 2500  
ft. Polished mahogany-finish case.  
Solid brass spokes. Gold-color  
metal dial. 6½ in. overall diam-  
eter. Made in Germany.  
4 N 6680—Wt. 1 lb. 8 oz....\$6.95

**F** Imported Marine-style Barometer.  
Favorite of both amateur and  
professional. Mount indoors or out  
—the solid brass case can't rust.  
Temperature compensated move-  
ment is super-sensitive to the  
slightest atmospheric changes. 4¾-  
in. diameter. Made in Germany.  
4 N 6676—Shpg. wt. 1 lb...\$13.95

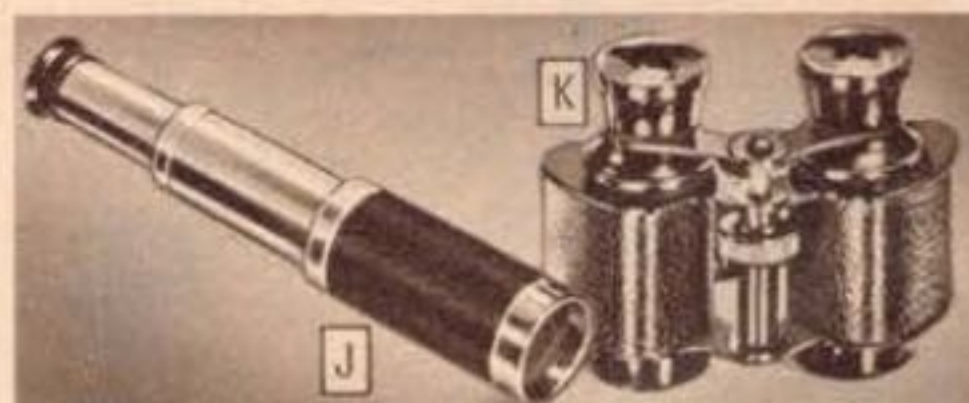
**G** Airguide Thermometer-Humidity  
Guide shows temperature and  
humidity. For wall or desk. Your  
choice of black or maroon plastic;  
3¼x3¼ in. Shpg. wt. 1 lb.  
4 N 6603—State color.....\$1.89

**H** Brand-new for this Christmas!  
Beautiful Sheraton style combina-  
tion barometer-thermometer. Your  
choice of polished blonde or mahog-  
any-finish wood case. Rich-looking  
hand-inlaid design at both top and  
bottom. Overall height is 20¼ in.  
Width at widest point is 5¾ in.  
Adjustable for all altitudes up to  
2500 feet. Made in Germany (West-  
ern zone). Shpg. wt. 8 lbs.  
4 N 06681—State color wanted. \$17.95

## Two Glasses for youngsters

**J** 5-power Pocket Telescope... for  
young pirates and sailors. 4¼ in.  
closed. Case (fastens to belt).  
4 N 6312—Shpg wt. 1 lb.....\$1.98

**K** 3-power Field Glass for Youngsters.  
Hinged bridge adjusts quickly to eye  
width. Center focus. Enamel frame;  
artificial leather body. Case; strap.  
Black, 3½ in.  
4 N 6200E—Shpg. wt. 1 lb.....\$3.95

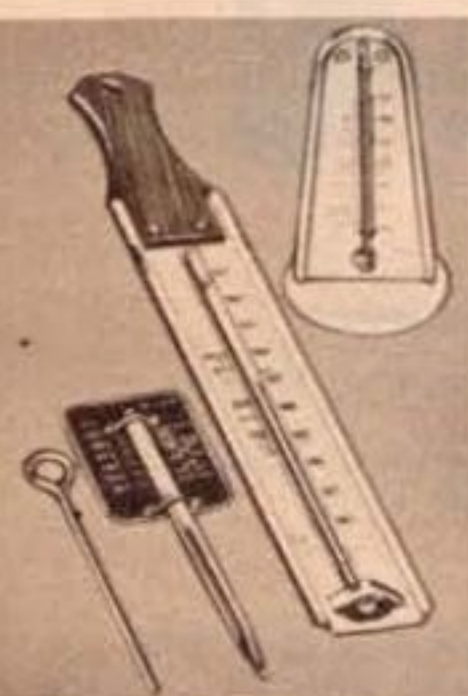
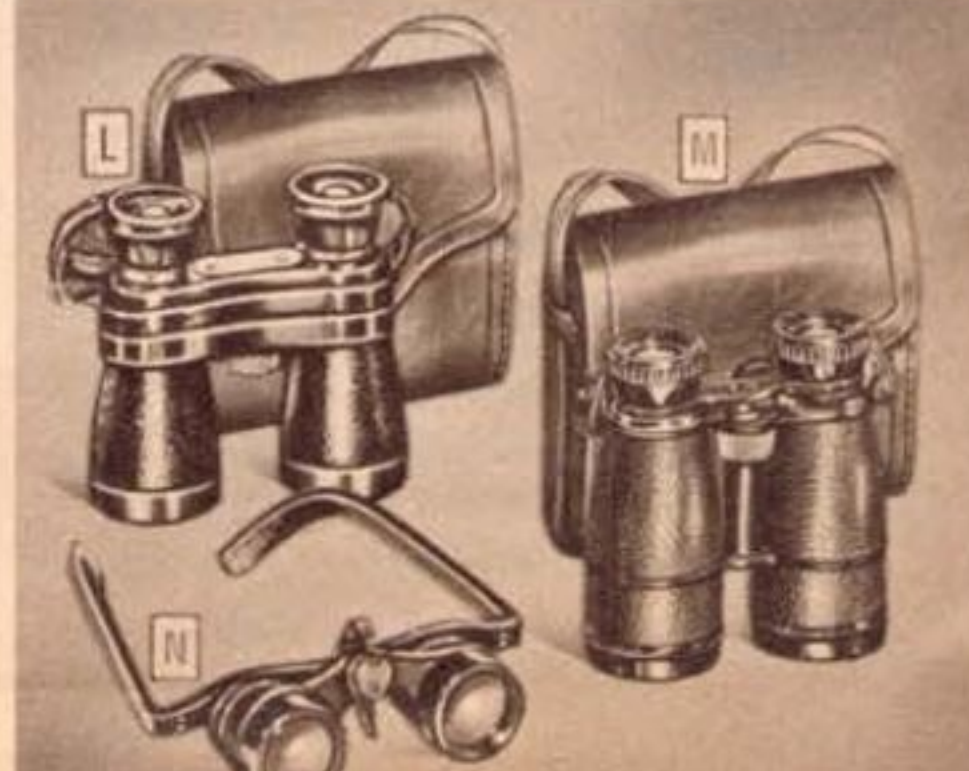


## Non-achromatic Glasses

**L** 3-power Field Glass. Made in Amer-  
ica for Sears only. Lenses are opti-  
cally ground. Field of view is 133 yds. at  
1000 yds. Center focus. Strong metal  
frame. Case included.  
4 N 6253E—Shpg. wt. 1 lb. 8 oz....\$5.95

**M** 4-power Field Glass. Field of view 93  
yds. at 1000 yds. Die-cast metal  
frames, covered with artificial leather.  
Case and neck strap included.  
4 N 6264E—Shpg. wt. 2 lbs.....\$9.95

**N** 3-power Sport Spectacles. Adjust to  
eye width. Individual focus. Brown  
plastic frame. Glasses swing up when  
not in use. Made in Japan.  
4 N 6269E—Shpg. wt. 9 oz.....\$11.95



**\$2.98**

## Set of 3 Cook- ing Thermometers

Oven thermometer, roast  
meat thermometer (with  
a skewer), and combina-  
tion candy and deep fat  
frying thermometer. Cor-  
rosion-resistant, easy-to-  
read scales. Wt. 1 lb.  
4 N 6596—Set of 3. \$2.98



**\$1.89**

## Jewel-bearing Wrist Compass

Built to U. S. Air  
Force specifications  
MilC-6235 (except  
not waterproof). Co-  
balt magnet. Lumin-  
ous needle, points.  
Nylon strap. Wt. 4 oz.  
4 N 6710.....\$1.89



**\$2.98**

## Precision-ground Reading Glass

Strong precision-ground  
4x2-inch lens. Covers  
complete line of aver-  
age book. Focal dis-  
tance is 9 in. Black plas-  
tic handle and frame.  
Boxed. Shpg. wt. 1 lb.  
4 N 6405.....\$2.98





10-power, 50 mm. Fine for all-purpose long-distance viewing. Very wide field of view; high relative brightness. **\$119.00**



8-power, 30 mm. For fast action at medium range. Wide field of view. Low relative brightness. Lightweight. **\$54.50**

## Tower Binoculars

WITH GRAND OCULAIRE



De Luxe case of cowhide, velveteen padded, with each of these six Tower binoculars



8-power, 40 mm. . . ALL-PURPOSE—our most popular high-quality binocular. Wide field of view; high relative brightness. **\$69.50**



6-power, 30 mm. For football and other spectator sports, hunting or indoor use. Good field of view. Lightweight. **\$49.50**



7-power, 35 mm. All-purpose. One of the finest general-use glasses made today in the medium power range. A best seller . . . **\$59.50**



7-power, 50 mm. Best for marine and night use, hunting in wooded areas, nature study, wherever light is apt to be poor. **\$79.50**



### MONO-MOLD

one-pc. barrel construction (a feature of models C, D, E and F) . . . for better performance and easier handling



Compare! See why we believe Tower can't be beat for fine quality at lowest prices

- Compare quality. Compare price. All TOWER binoculars pictured above have these features:
- **Grand Oculaire** . . . TOWER ocular lenses (those you look into) are about 25% larger than standard size. This means faster, split-second sighting . . . greater binocular enjoyment
  - **Coated Lenses and Prisms** . . . all air-to-glass surfaces are hard-coated with magnesium fluoride. This stops reflections, increases light transmission—you get a brighter, clearer image
  - **Center Focusing** . . . center focus wheel lets you focus quickly and accurately with either hand
  - **Adjustable Eyepieces** . . . to adjust for sight variations between right and left eye—assures sharp focus for both eyes. (Once this adjustment is made, you can forget it and use the handy center focus wheel for fast sighting at all distances.)
  - **High Relative Brightness** . . . no other binocular of the same power and objective lens size has higher relative brightness than TOWER
  - **Prisms Precision Set** and locked in for lasting alignment
  - **Fully Achromatic Optically-ground Lenses** . . . no disturbing glare or "rainbow" color fringe

Frames are finest diecast metal—strong, durable, lightweight for easy handling. Finish is black plastic—wearproof, can't peel off, furnishes good grip. Leather neck strap. TOWER Grand Oculaire binoculars are precision-made to Sears rigid specifications by famous makers of quality optical goods. Model A is made in the Saar by skilled German craftsmen. B made in France. C, D, E, F made in Japan. Shipped express. See table at right.

### Now! Extra De Luxe Features of Tower Binoculars!

Models C, D, E and F all feature TOWER Mono-Mold construction. This single-piece design (no barrel extensions) means easier handling, surer grip . . . it assures greater protection against the effects of moisture and shock, longer-lasting perfect alignment of all the parts that make up the "heart" of your TOWER binocular. Also, you are entitled to registration service, at no extra charge, when you buy one of these Mono-Mold TOWERS . . . you can have it permanently registered in your name in *Sears Tower Optics Registry*.

Catalog Number	Power Magnifies	Obj. Lens Diam.	View at 1000 Yards	Relative Bright	Binocular Wt.	Size when Closed	Shpg. Wt.	Price
[A] 4 N M6230E	10 times	50 mm.	135 yds.	25	30 oz.	7 in.	4 lbs.	\$119.00
[B] 4 N M6222E	8 times	30 mm.	130 yds.	14	16 oz.	3 3/4 in.	2 lbs.	\$54.50
[C] 4 N M6234E	8 times	40 mm.	125 yds.	25	28 oz.	5 1/2 in.	3 lbs.	\$69.50
[D] 4 N M6239E	6 times	30 mm.	111 yds.	25	11 oz.	4 1/2 in.	2 lbs.	\$49.50
[E] 4 N M6233E	7 times	35 mm.	121 yds.	25	20 oz.	4 1/2 in.	2 lbs.	\$59.50
[F] 4 N M6240E	7 times	50 mm.	111 yds.	50.4	38 oz.	6 1/2 in.	5 lbs.	\$79.50

### Low-Priced . . and now Sale-Priced . . Save from \$2.00 to \$15.00

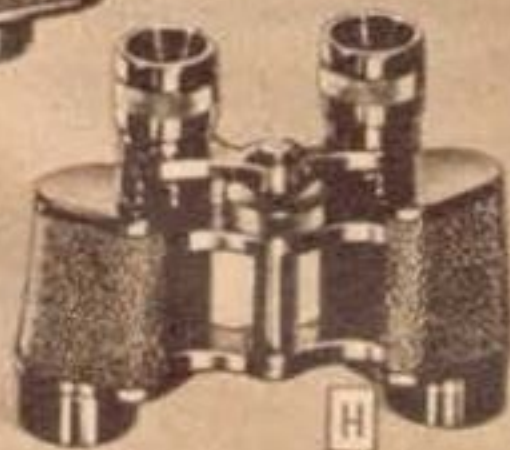
[G] Save \$15.00 now! Price this fall was \$54.95. Pocket-size TOWER binocular . . . featherweight (weighs only 11 oz.), because frame is made of extra-light magnesium alloy. 6-power, 24mm. Perfect for watching sporting events . . . fine for hunters and fishermen. Reverse prism design (you look into wide end instead of small end) makes it pocket-size (3 in. long closed). Fully coated achromatic lenses. Field of view is 140 yds. at 1000 yds. Relative brightness is 16. Made in France. Leather case, strap. Shipped express. 4NM6220E—Shpg. wt. 1 lb. Price was \$54.50 . . . Now \$39.50

[H] Save \$3.00. Reduced in our Midfall catalog, and now the reduced price is repeated! 8-power, 25mm. binocular. Fully achromatic lenses. Diecast metal frame; artificial leather covered barrels. Adjustable eyepieces. Center focus. Field of view 110 yds. at 1000 yds. 4 3/4 in. long closed. Leather case, strap. Made in France. 4 N 6206E—Shpg. wt. 2 lbs. Was \$26.50 in Big Book. . . \$23.50

[J] Midfall sale price repeated! Was \$17.50 in Big Book. 6-power, 15mm. TOWER, Jr. binocular. Fully achromatic coated lenses. Reverse prism design (you look into wide end) makes possible small size (2 in. long). Weighs only 6 oz. Field of view is 130 yds. at 1000 yds. Black and silver-color finish. Individual focusing. Leather case, strap. 4 N 6235E—Made in Japan. Shpg. wt. 12 oz. . . . Now \$15.50



Was \$54.50  
**\$39.50**



Big Book price was \$26.50  
**\$23.50**



Big Book price was \$17.50  
**\$15.50**

### New for this book . . 15-power telescope at special low price!

**\$7.95**



We haven't seen a better performing telescope under \$20.00

It's hard for even us to believe that we can offer you such a good telescope at this low price, but here it is. A well-constructed all-metal telescope that magnifies 15 times for only \$7.95. And it's nickel plated. Black barrels, showing silver color when extended. Size closed is 8 inches; opens to 15 inches. Made in Japan.

P.S. Makes a fine gift for students, too—especially if they like star and nature study.

4 N 6313—Boxed. Shpg. wt. 2 lbs. . . . Special at \$7.95

Prices on this page include 20% Federal Tax where catalog number ends in E





## NAME LABELS

Your name on clothes and linens—fast, easy, permanent

Name Labels... to protect against loss... just iron them on! For household use, college, camp; for men and women in service. Write name on tape label, then press label onto the garment or linen. The indelible ink won't wash off. Set includes ball point pen (filled, ready to write), 200 tape labels (2 in. x 1 1/8 in.). Gift that fills a need for many people.

4 N 6903—Set. Shipping weight 4 ounces. \$1.95

## New Leak-Proof Paper-Mate Pen

\$1.69

Ready to write  
Packed in Attractive  
Christmas Gift Box



Click! Click!

Ready to write Point disappears

- LEAK-PROOF... not affected by air travel
- FADE-PROOF... protects signatures and records... now used in over 2,000 banks
- SMEAR-PROOF, TRANSFER-PROOF... and STAIN-PROOF... Write on any paper, then press your finger against the writing. You'll see that your finger is perfectly free of ink—that's because Paper-Mate ink dries in a split second.
- WASHES RIGHT OUT OF CLOTHING... even through Paper-Mate ink is permanent on paper, it readily washes from clothing.

This amazing De luxe model Paper-Mate pen passed Sears rigid laboratory tests with high honors. It writes with a smooth flowing action. The ever-clean point retracts with a "click." No cap to lose—no cap needed.

Writes 150,000 alphabetical letters before it needs a refill. Pen is black with gold-color trim. Gift boxed.

4 N 6897M—Paper-Mate Pen (filled, ready to use). Postpaid (Shpg. wt. 4 oz.) \$1.69

4 N 6898M—Blue ink refill cartridge. Sent postpaid (Shpg. wt. 1 oz.) 49c

## Ingersoll BALL POINT PEN

Wonderful "Surprise" Gifts for the Children's Stockings... order several today

- Made by the manufacturers of the famous Ingersoll watch—and never before offered at less than \$1.00—a super Sears value! No-skip, no-scratch point. Writes blue. Chrome-plated cap and clip. In assorted colors: black, gray, or dark red (sorry, no choice of color).

4 N 6902—Shpg. wt. ea. 4 oz. Each 59c... 2 for 88c

## COLOR KING... writes 3 colors

- Another big Sears value! This remarkable ball point pen at Sears low price of only \$1.00. It's actually 3 pens in one... it writes blue, green, or red—just a flick of the finger changes the ink color. Gold-color metal barrel. Boxed. Order several today for Christmas gifts.

4 N 6842M—Pen (filled, ready to use). Postpaid. (Shipping weight 5 ounces) \$1.00

4 N 6794M—Ink refill cartridge. State red, blue, or green color ink. Postpaid. (Shpg. wt. 1 oz.) 29c

## SERVICE GIFTS... Ball Pen and Pad

FloBall Tell-A-Pad with 3 bright metal initials—and ball pen! Note pad (300 sheets) inside the handsome pebble-grain artificial leather cover (in assorted colors—red, green, and tan—sorry, no choice). Size is 4x4x1 1/2 inches. Handsome pen fits into loop on cover. Print 3 initials.

4 N 6975M—Pen, pad, and cover. Postpaid (Shpg. wt. 9 oz.) \$1.95

4 N 6976M—Paper refill packs. Postpaid (Shpg. wt. 4 oz.) 2 for 49c



Give those Favorite Persons  
the Best-Writing Pens they've ever had!

# Tower Pens

with the World's Only Touch-O-Matic Point

Touch-O-Matic writes instantly with thrilling "floating glide" smoothness... uses either "quick dry" or standard inks

- Sensational micro-precise feed is correct to as close as 1/10,000 of an inch; keeps any type ink ready to flow on contact with paper
- 14K gold point; no "skimping" on gold content
- Precious metal alloy tip... extra-smooth, extra-hard, for shadow silent writing luxury
- 10-day Home Trial offer: order in regular way. Use 10 days. If not 100% satisfied, return for full refund.

SEE ILLUSTRATIONS ON OPPOSITE PAGE

**A Tower Style King.** Wonderful writing at an amazingly low price! Has Touch-O-Matic point described above. Action-matic filler. Transplastic ink sac. This sleek-line beauty comes in Dubonnet (dark) red, black, or gray. Metal cap and clip are silver-color. Snap cover gift box, covered with morocco-grain artificial leather. Shpg. wt. pen 4 oz.; set 7 oz. State color and fine or medium point. 4 N 6988—Set (pen and pencil) \$6.95 4 N 6987—Pen only \$4.45

**B Tower Trophy.** This handsome, extra-slim pen adds luxury to every writing moment! Expensive-looking du Pont Lucite body in Dubonnet (dark) red, black, or gray. Gleaming Kromaloy band and cap. Highly polished chrome clip. Touch-O-Matic point. Guaranteed 5 years against defects. Action-matic filler. Snap cover gift box of attractive artificial leather. Shpg. wt. pen 4 oz.; set (pen and pencil) 7 oz. State color and fine or medium point. Print 3 initials if desired. 4NR6990—Set. Was \$12.75. \$11.95 4NR6989—Pen. Was \$8.50. \$7.95

**C Tower Silver Lance and Golden Lance...** Both at Cut Prices. Aristocratic styling and thrilling writing performance! Guaranteed 10 years against defects... our most precisely crafted pens, with finest satin-finish Lucite bodies. Touch-O-Matic point. Transplastic ink sac. Action-matic filler. Beautiful ostrich-grain artificial leather gift box. Pen comes in Dubonnet (dark) red, black, or gray. Matching pencil. Shpg. wt. pen 4 oz.; set (pen and pencil) 7 oz. State color and fine or medium point. Print 3 initials if desired.

**Silver Lance.** Has 1/10 14K yellow gold filled band and matching clip. Silver-color Kromaloy cap. 4NR6992—Set. Was \$16.95. \$15.75 4NR6991—Pen. Was \$11.95. \$10.75

**Golden Lance** (not illustrated). Has 1/10 14K yellow gold filled cap, band, and matching clip. Our most luxurious TOWER pen! 4NR6994E—Set. Was \$24.95. \$19.95 4NR6993E—Pen. Was \$16.95. \$14.95

(Prices of Golden Lance include 20% Federal Tax.)

## Parker and Sheaffer Gift Sets

**D Parker "21 Special." Foto-filler.** Point is 8-alloy Octanium metal—won't warp, spread, or twist. Choice of blue, red, or black plastic barrel. Silver-color metal cap. Matching repeater pencil. Gift-boxed. State color and fine or medium point. Postpaid. 4N6765T—Pen (Shpg. wt. 4 oz.) \$5.00 4N6766T—Set (Shpg. wt. 7 oz.) 8.75

**F Parker "51." Has Parker's very best point—all 14K gold, tipped with extra-dense Plathanium. Foto-fill: Pli-glass sac. Dark red, blue, gray, or black Lucite barrel. Slip-on cap of silver-color Lustraloy. Gift boxed. State color and fine or medium point. Postpaid. 4N6775T—Pen (Wt. 4 oz.) \$15.00 4N6776T—Set (Wt. 7 oz.) 22.50**

**H Sheaffer's Admiral. Touchdown** fills pen full with one stroke. 14K gold point, expertly ground for years of effortless writing. 1/10 10K gold filled trim. Blue, dark red, or black body and cap. Matching pencil. Boxed. State color and fine or medium point. Postpaid. 4N6881T—Pen (Wt. 4 oz.) \$5.38 4N6882T—Set (Wt. 7 oz.) 9.41

## Desk Sets with the "Write" Spirit!

**Special Christmas value! Genuine Onyx** bases! Ordinarily our price would be 75c to \$1.50 more! The streamlined pens have gold-plated steel points. Lever fill. Swivel socket in base. Boxed.

**K 4N6807—Single pen set (2 3/4 x 3 in. base). Wt. 1 lb. 8 oz. \$1.75**

**L 4N6808—Twin pen set (3 3/4 x 6 in. base). Wt. 2 lbs. 8 oz. \$4.75**

(T) at end of catalog number means Easy Terms price is same as the cash price

**E Parker "21 Deluxe." Gold** filled trim and clip (1/10 12K). Foto-filler; 8-alloy Octanium metal point. Plastic barrel in blue, red, or black. Silver-color metal cap. Matching pencil. Boxed. State color; fine or medium point. Postpaid. 4N6763T—Pen (Wt. 4 oz.) \$7.50 4N6764T—Set (Wt. 7 oz.) 12.50

**G Parker "51 Special." Aero-metric** control to prevent leakage at high altitude. Foto-fill; pli-glass sac. Octanium point. Blue, red, or black plastic barrel. Silver-color stainless steel cap and clip. Boxed. State color and fine or medium point. Postpaid. 4N6787T—Pen (Wt. 4 oz.) \$12.50 4N6786T—Set (Wt. 7 oz.) 18.25

**J Sheaffer's Statesman TM** (thin model). "White Dot" means excellent craftsmanship. Hand-tested 14K gold point. 10K gold filled trim. Blue, black, or dark red body. Matching Findline pencil. Boxed. State color and fine or medium point. Postpaid. 4N6875T—Pen (Wt. 4 oz.) \$10.75 4N6876T—Set (Wt. 7 oz.) 16.13





**A Tower Style King**  
Hand-Tested 14K Gold Point

**\$4.45** Pen only  
Set \$6.95

**B Tower Trophy**  
Was \$8.50

**\$7.95** Pen only  
Set \$11.95

Gold initials  
at no extra charge  
on Trophy and Lance

**Tower Pens**  
OUR FINEST VALUES  
IN PRECISION  
WRITING INSTRUMENTS



**C Tower Silver Lance**

Was \$11.95 **\$10.75** Pen only  
Set \$15.75

**Parker "21 Special"**

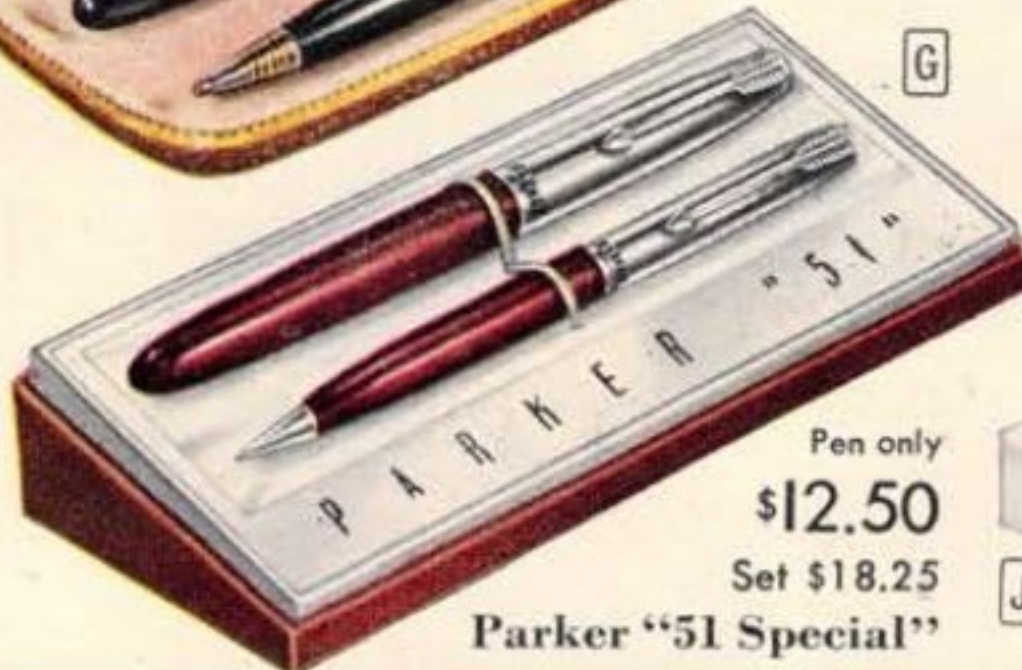
**\$5.00** Pen only  
Set \$8.75

**D Parker "51"**

**\$15.00** Pen only  
Set \$22.50

**F Sheaffer's Admiral**

**\$5.38** Pen only  
Set \$9.41



Genuine  
Onyx  
**\$1.75**  
Complete

**K**

Genuine  
Onyx  
**\$4.75**  
Complete

**L**

Brass  
plated  
**\$5.75**  
Complete

**M**

**\$12.45**

**N**

**\$10.95**

**P**



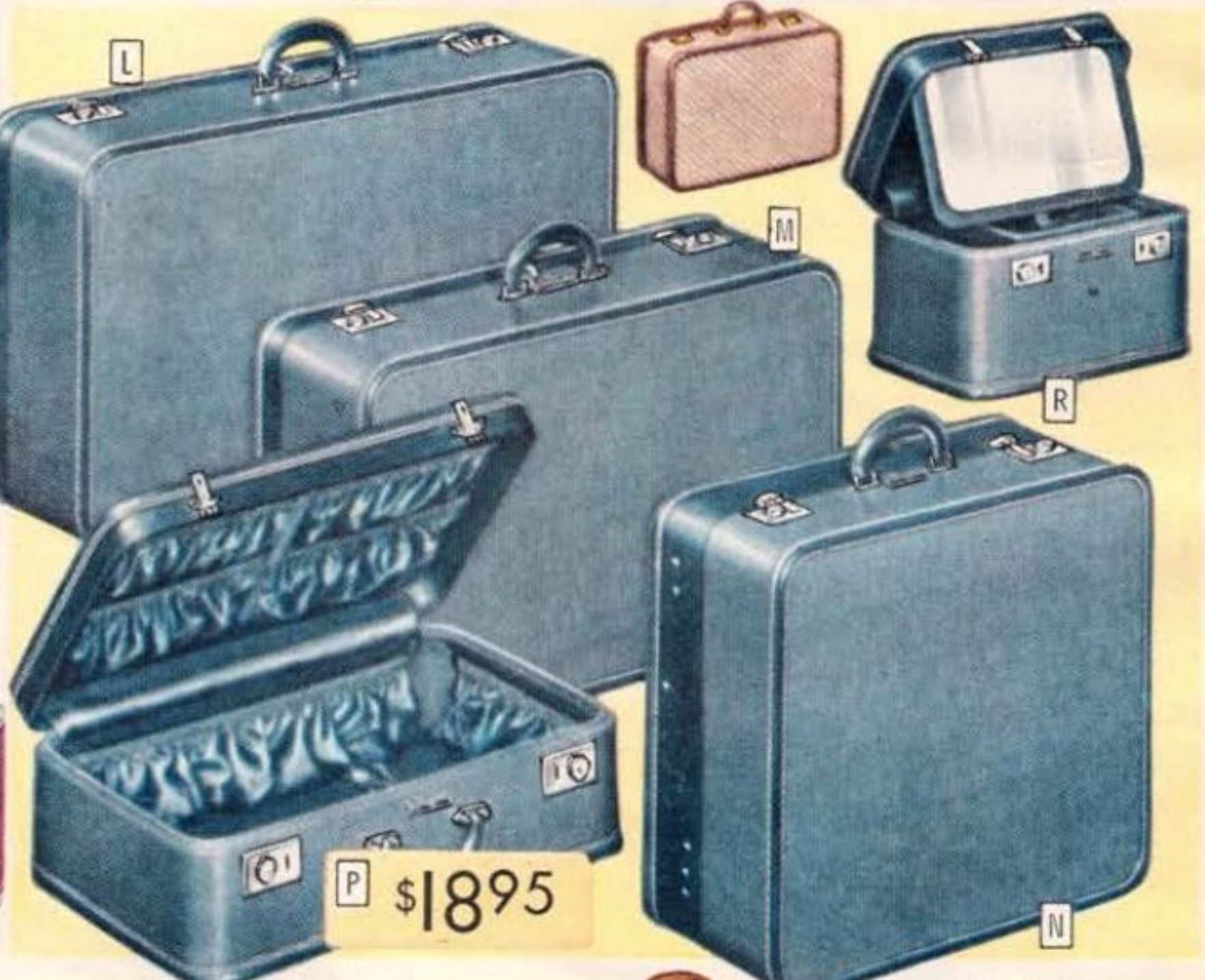


Another 4-STAR Feature!



Three other lovely colors, tan, blue, green.

Smart, removable zipper cosmetic bag snaps into place in Weekend Case. Ideal for small toilet articles. Bag is lined in washable plastic.



ALL MERCHANDISE SHOWN ON THIS PAGE IS DESCRIBED ON OPPOSITE PAGE



# Best Selling Ladies' Cases

NOW—BETTER THAN EVER!

We've improved these cases—made them stronger, easier to use . . . and they're still at the same low prices



Frame is one solid piece formed by molding 3 plies of wood together. Rounded corners—no old fashioned corners that break, come unglued. 3-ply top, bottom complete the all-wood box.



Bumper binding wards off jolts. Scuff-resistant vinyl plastic is welded into one smooth piece.

**Another 4-STAR Feature!** Here's why. New factory layout, new machinery, careful cost analysis and year around production resulted in great savings. You get them in our low prices. We studied, compared luggage . . . checked to see what features travelers wanted most. The result—convenient durable luggage at low prices. Improved features make them better than ever! 3-ply wood valence adds strength; makes cases easier to open, close. Padded, quilted bottoms. These features usually found only in high-priced luggage. Wardrobe has attractive ruffled elastic curtain. Improved mirror in Train case has new, smart-looking plastic frame. Thoroughly tested in our laboratories. We banged these cases around in tests far more brutal than actual travel. They passed every test, exceeded Bureau of Standards construction recommendations.

Our most popular luggage set—now includes new, compact 18-in. overnight bag. Smooth covers impregnated with vinyl plastic resist fading, nicks, scuffs, stains. Wipe clean with a damp cloth. Gleaming solid brass hardware and handle trim. 3-stop hinges. Lined in costly harmonizing fabrics. Train case has washable plastic lining, cosmetic tray, lid mirror. Other cases lined with iridescent rayon satin. State color: coppertone (reddish brown), tan, green or blue.

Type of Case	Size (inches)	Shpg. wt.	Catalog No.	Price
(F) Train	14x10 x7 1/2	7 lbs.	6N09151ME	\$11.00
(E) Overniter	18x12 x6	7 lbs.	6N09150ME	11.00
(D) Weekend	21x13 1/4 x6 3/4	8 lbs.	6N09152ME	13.30
(B) Pullman	26x16 x8 1/2	12 lbs.	6N09153LME	16.95
(C) Hanger	21x18 x8 1/2	13 lbs.	6N09154LME	18.95
(A) Fortniter	29x20 x8 1/2	16 lbs.	6N09155LME	24.95

J

C

H

## Personalize your luggage with J. C. Higgins Monograms

Just stick them on. Distinctive brass initials are as easy to apply as adhesive tape. Adhere permanently to wood, metal, cloth, plastic, leather. Shipping weight each 1 ounce.

6 N 9000—Print initials, state quantity of each. . . . . Each 10c

## Better than ever . . . still at the same low prices

**Our Finest J. C. Higgins Ladies' Cases.** Wonderful, luxurious luggage . . . at very low prices. Made with our best box—1-piece, 3-ply molded basswood frame with 3-ply basswood sides. Heavy 2-ply canvas cover is impregnated with pyroxylin plastic. Won't crack, scuff or chip. A damp cloth washes dirt away easily. Tested in our laboratory against every type of travel abuse, these cases kept their toughness, beauty. Here's how we made them better. Rayon-satin linings, the most expensive used in luggage. New pocket arrangement in Pullmans and Weekend. 4 elastic shirred pockets in lid, two in body. Improved train case has a new adjustable easel-type lid mirror, 2 cosmetic bottles included. Plastic loop strap holds bottles snugly. Train case also has cosmetic tray, washable Keratol lining. New larger runner-type studs.

Long bound with bumper-style bindings of top-grain cowhide that cushion against shocks. Top-grain cowhide handles. 29-in. Pullman has covered tray. Zipper cosmetic bag snaps into place in Weekend and 26-in. Pullman. Lined in washable plastic, it has satin outer cover. State color: tan tweed with coppertone bindings, handles, brown linings and solid brass hardware or blue tweed with blue bindings, handles, linings and chrome-plated solid brass hardware.

Type of Case	Size (inches)	Shipping weight	Catalog Number	Price
(R) Train	14x 8 1/4 x8	7 lbs.	6N9161ME	\$18.95
(P) Weekend	21x13 1/4 x6 1/4	8 lbs.	6N9162ME	18.95
(M) Pullman	26x15 1/2 x8 3/4	12 lbs.	6N9163LME	28.95
(N) Hanger	21x18 x8 1/2	13 lbs.	6N9164LME	31.95
(L) Pullman	29x17 1/2 x9	20 lbs.	6N9166LME	34.70

## Bright, colorful cases with vinyl-impregnated covers

**Inexpensive J. C. Higgins cases,** yet they have the fashionable appearance of much higher-priced luggage. Lowest prices we've seen for cases with this construction. 3-ply frame molded into 1 solid piece and 3-ply sides make box strong, light. Tested in our laboratory against every type of travel abuse. They passed every test—exceeded Bureau of Standards recommendations for luggage construction.

Vinyl plastic-impregnated covers look like expensive linen covers. Resist scuffs, scratches, dirt and grease. Clean with damp cloth. Beautiful, white bindings of calf-grained vinyl plastic resist scuffing. Brass-plated

steel hardware. Bottom studs. Weekend nests inside Pullman to save storage space. Plastic handles. 3 stop hinges. Elastic shirred pockets. Padded bottoms. Hanger, Pullman and Weekend lined in gorgeous maroon rayon-taffeta. Train case has washable plastic lining, lid mirror. Prices include tax. State color: maroon or medium brown. White bindings.

Type of Case	Size (inches)	Shpg. wt.	Cat. No.	Price
(K) Train	14x10 x7 1/2	7 lbs.	6N09181ME	\$8.85
(H) Weekend	21x13 1/4 x6 3/4	8 lbs.	6N09182ME	9.95
(J) Pullman	26x16 x8 1/2	10 lbs.	6N09183LME	12.95
(G) Hanger	21x18 x8 1/2	13 lbs.	6N09184LME	15.95

**Lightweight J. C. Higgins Travel Bags** are easy to pack. Bags fold in half, ends fasten together. Ideal for air, auto travel. Hang up in back of car . . . out of way. Zipper opens bag wide. You can pack clothes without squeezing them in through narrow opening. 4 1/2-in. side gussets give extra capacity. Strong metal frames usually found only on higher-priced nylon and canvas bags. All have arm loop handles, outside hanger hooks.

**Colorful Plaid Travel Bags.** Scuff-proof, heavy-gauge vinyl plastic covers. Men's is masculine maroon plaid; ladies', red and blue plaid. 6 N 9323E—Men's. 42x22x4 1/2 in. Shpg. wt. 2 lbs. \$4.98 6 N 9324E—Ladies'. 54x22x4 1/2 in. Shpg. wt. 3 lbs. 6.50

**Heavy Drill Travel Bag.** Rubberized inside to repel water. Vinyl plastic handle, binding, trim. Men's brown with tan trim; ladies' blue with red. 6 N 9304E—Men's. 39x22x4 1/2 in. Shpg. wt. 4 lbs. \$6.98 6 N 9305E—Ladies'. 54x22x4 1/2 in. Shpg. wt. 5 lbs. 8.98

**Finest Travel Bag.** Strong, handsome nylon. Rubberized inside to repel water. Convenient zipper accessory pocket. Vinyl plastic binding, trim. Name plate. Deep rich wine color. Saddle tan trim. 6 N 9308ME—Men's. 39x22x4 1/2 in. Wt. 3 lbs. 12 oz. \$11.98 6 N 9309ME—Ladies'. 54x22x4 1/2 in. Wt. 4 lbs. 12 oz. 14.98

**New Streamlined Overnite Case.** Smartly styled with tapered sides. Fiber covers impregnated with vinyl plastic. Wood frame. Scuff-proof molded vinyl plastic bindings. Brass-plated set-in locks. Vinyl-coated fiber lining. Color: saddle tan. 6 N 09255ME—18x11x6 in. Shpg. wt. 4 lbs. \$5.98

**Matching Train Case.** Has lid mirror, plastic cosmetic tray. Color: saddle tan. 6 N 9251ME—11 1/4 x9x6 3/4 in. Shpg. wt. 6 lbs. \$3.99

**Plastic-coated Train Case.** New lizigator-grained cover of plastic-coated fiber. Wood frame. Lid mirror. State color red, brown or blue. 6 N 9274E—10 1/2 x7x6 1/4 in. Shpg. wt. 3 lbs. \$2.98

**New Vanity Case.** Vinyl-coated cover. Lizigator grained. Lid mirror. Washable plastic-coated cloth lining. Solid brass locks. State red, brown, blue. 6 N 9250E—13 1/2 x10x5 1/4 in. Shpg. wt. 4 lbs. \$5.98

**Plaid Hat Boxes.** Cotton gabardine. Gray rayon satin lined. Zipper. Plastic handles, bindings, trims. State color red plaid or green plaid.

**6 N 9353E—Large Size.** 16 1/2 x6 3/4 x15 3/8 in. Elastic-shirred pocket. Shpg. wt. 4 lbs. \$6.98 6 N 9354E—Small Size. (Not shown.) 9 1/4 x4 1/4 x8 5/8 in. No accessory pocket. Wt. 2 lbs. 8 oz. 3.98



## J.C. Higgins Streamlined Cases

Glossy covers, tapered sides

Sparkling luggage packed from top to bottom with high quality features. Glossy vinyl plastic covers resist scuffs, stains, scratches, grease, water. Easy to clean. A damp cloth sweeps away dirt. All-wood frame and 3-ply veneer tops and bottoms make a very strong all-wood box. Reinforced corners increase strength.

Highly polished brass-plated hardware. Post-style handles. Retainer curtains, tie-tapes. Lined with rich rayon fabric. Padded bottoms. Shirred elastic pockets. Train case has full lid mirror, adjustable plastic loop strap to hold cosmetic jars and bottles. Weekend case has zipper cosmetic bag with washable plastic lining. Bag snaps into place. Sizes and shipping weights: Train 12x9x7 1/4 in., 5 lbs.; Weekend 21x14x7 1/2 in., 8 lbs.; Pullman 24x15x8 1/2 in., 10 lbs.; Hanger 21x17 1/4 x8 1/4 in., 11 lbs. State color: brown antique with top-grain cowhide bindings, handle; or natural (a creamy white) with natural color genuine rawhide bindings and handle.

Type of Case	Natural Color	Brown Antique	Price
(EE) Train	6N9082ME	6N9089ME	\$14.95
(DD) Weekend	6N9083ME	6N9090ME	14.95
(CC) Pullman	6N9084LME	6N9091LME	18.95
(BB) Hanger	6N9085LME	6N9092LME	25.95

Remember—20% Federal Excise Tax is included in Sears luggage prices. Our prices show what you actually pay.



## Low-priced Matched Cases

Lowest prices we've seen for ladies' luggage of this quality. Strong wood frames. Tough vinyl-impregnated fiber covers. Brass-plated steel set-in locks. Weekend is 20 1/4 x13 3/4 x6 3/4 in.; Pullman 26x15x7 1/4 in. State color: cordovan brown or saddle tan. Match cases (W) and (X) at left.

**FF** 6 N 09253ME—Pullman. Shpg. wt. 9 lbs. \$6.99  
**GG** 6 N 09252ME—Weekend. Shpg. wt. 7 lbs. 5.99





## New Luxury in Leather

Texas Saddle Leather—now in a newly developed process for exclusive use by Sears. Specially dyed and tanned for a gleaming, glazed finish. You can't buy finer leather at any price!



Molded plastic end frames (under leather covers) absorb bumps and jolts.



Non-sag metal scuff plates and angle iron reinforcements strengthen corners.

### J. C. Higgins Men's Luggage—Better Than Ever

Here's why Two-suit and Companion Bag are a 4-STAR Feature. Very best leather used in luggage. No. 1 grade top-grain cowhide is firm, smooth. It wears and wears. Strong construction. Molded frames, reinforcements above give great strength. Steel frames, 3-ply wood bottoms add strength, don't increase weight. Leather is doubly reinforced at points of wear. Solid brass hardware. Two-suit is designed for easy packing. Suits hang neatly on snag-proof hangers. Ball-bearing hanger post keeps hangers from slipping off. Folding board helps prevent wrinkles. Center divider has zipper brief pocket for papers; tie bar for 12 ties. Cotton shoe socks. Tan cotton gabardine lining. Two-suit has these exclusive features, too. Removable zipper travel kit holds shaving accessories. Snaps into place. Kit has washable plastic lining. Zipper laun-

dry compartment expands, keeps soiled clothes separate. And here's why Sears prices are dollars less! Efficient production, careful cost analysis, large purchases, year-round production brought huge savings. State color coppertone (reddish brown) or saddle tan.

- A Two-Suit.** 24x18x8-in. size. 6 N 09430LME—Wt. 16 lbs. . . \$56.95
- B Companion.** Center divider. Wt. 10 lbs. 6 N 09431ME—21x14x7½ in. \$45.95
- Matching Accessory Bags.** Same fine leather. State coppertone or saddle tan.
- C Club Bag.** Tan cotton gabardine lined. Zipper. Lock. 18x9¼x12-in. 6 N 09432ME—Shpg. wt. 7 lbs. . . \$24.95
- D Brief Bags.** Top-swivel steel frames. New styling. Solid double handles. Solid brass 3-position locks. 3 pockets. Top-grain gussets. Wt. 4 lbs. 8 oz. 6 N 9650ME—Standard. 16x12 in. \$24.95 6 N 9651ME—Large. 18x12 in. . . 26.95



### Drumside Matched Set Vinyl Plastic Covers

This inexpensive luggage wears and wears; stays handsome, too. Vinyl plastic covers resist scuffs. Clean with damp cloth. Basswood frames are tough, light. Heavy brass-plated locks. Matching handles have brass-plated trim. Triple-stitched vinyl binding. Cotton lined. Center divider. Two-suit has dust curtain. Coppertone (reddish-brown) color.

- E** 6 N 09460LME—Two-suit. 24x18½x8½-inch size. Shpg. wt. 11 lbs. \$16.95
- F** 6 N 09461ME—Companion Bag. 21x12x7-inch size. Shpg. wt. 8 lbs. \$13.95

### NEW! Smart, tough vinyl plastic cases

He'll get extra long wear from these streamlined cases. Rugged vinyl plastic covers scuff at scuffs. Dirt wipes off with a damp cloth. Full steel frame. Tapered brass-plated catches. Center lock. Diagonal straps, corner patches add strength and style. Linen crash linings. Center dividers. Two-suit has tie bar, folding board. Saddle tan color.

- G** 6 N 09465LME—Two-suit. 24x18½x8-inch size. Shpg. wt. 12 lbs. \$22.95
- H** 6 N 09466ME—Companion Bag. 21x12x7½ inch size. Wt. 8 lbs. . \$19.95



### Save \$3.00 on the Set Streamlined Luggage

Modern design with tapered sides. Vinyl plastic covers. Top grain cowhide bindings; handle. Hardside construction. All-wood frames and 3-ply wood sides are extra strong. Reinforced corners. Brass-plated locks. Cotton lined. Two-suit has dust curtain. Companion has center divider. Brown antique color.

- 6 N 09095LME—2-pc. set. Wt. 20 lbs. \$33.90
- J** 6 N 09093LME—Two-suit only. 24x18x8½ in. Shpg. wt. 11 lbs. . \$21.95
- K** 6 N 09094ME—Companion Bag only. 19x14x7½ in. Shpg. wt. 8 lbs. \$14.95



**Christmas Sale!**  
Save \$3.00 on Men's Sets



### Buy the set, save \$3.00 Top-grain cowhide cases

Smooth aniline-dyed top-grain cowhide. Full steel frame. New style square ends. Double stitched. Massive solid brass hardware has satin finish. Center lock. Top-grain leather double handles. Linen crash linings. Two-suit has divider, 2 dust curtains. Companion has dust curtain. Coppertone.

- 6 N 09437LE—2-piece set. Wt. 21 lbs. \$58.90
- L** 6 N 09435LME—Two-suit only. 23½x18x8-inch size. Wt. 12 lbs. . . \$34.95
- M** 6 N 09436ME—Companion only. 20½x14x7½-inch size. Wt. 8 lbs. . . \$26.95

Remember—20% Federal Excise Tax is already included in Sears luggage prices.



- Gladstones.** Steel frames. Reinforcing straps, roller buckles. 24x13½x8-inch size. Shpg. wt. 12 lbs.
- N Walrus-grained Split Cowhide.** State color black, nickel-plated hardware or brown, brass-plated. 6 N 09473LE—Pocket. . . \$16.95
- P Smooth-grained Split Cowhide.** High quality leather. Brass-plated hardware. Coppertone color. 6 N 09474LE—3 pockets. . . \$21.95

- Club Bags.** Wire frames. Zipper closings, locks with keys. Brass-plated locks. Cotton linings.
- R Vinyl covered.** Scuff-resistant. Vinyl binding. 18x9½x11½ in. 6 N 09470E—Ginger. Wt. 6 lbs. \$8.75
- S Smooth Split Cowhide.** Solid brass zipper. Brown. Wt. 7 lbs. 6 N 09471E—20x11½x12 in. \$16.95



- T B-4 Wardrobe Bag.** Holds 4 suits. Outside zipper pockets. Two-ply rubber coated duck cover. Vulcanized heavy-gauge fiber frame. Swivel hanger hook. State color blue or brown. 6 N 09301LE—24x20x11 in. Wt. 9 lbs. \$21.95
- V Low-priced 14-in. Zipper Bag.** Duck sheen cover rubberized inside. State color brown, tan trim, or blue, russet. 6 N 9310E—14x7x9½ in. Wt. 2 lbs. \$2.25
- W 2-compartment 18-in. Zipper Bag.** Rubberized lining keeps top section dry. Duck cover. 19½x9¾x11 in. State color: blue, brown. 6 N 9335E—Shpg. wt. 4 lbs. 8 oz. \$6.39
- X Nylon 18-in. Zipper Bag.** Nylon cover rubberized inside to repel water. 18x8½x10¾ in. Colors maroon, blue. 6 N 9312E—State color. Wt. 3 lbs. 8 oz. \$3.98





## Help her look her holiday best

**A** Beautiful "Pearl-glo" Plastic Hair Brush Set in soft pastel color. 8-inch brush has easy-to-wash nylon bristles . . . gracefully curved handle. Plastic comb. 8 N 9591—Shpg. wt. ea. set 5 oz. . . . 95c  
Save! Buy 2 for . . . . . \$1.79

**C** "Beau" Kit of white and gold color imitation alligator. Zip it open, you'll find a brush, clothes whisk, comb, all clear plastic. Plastic bristles. 3x6 $\frac{3}{4}$ -in. case. Wt. 3 oz. 8 N 9571E—(5c Fed. Tax included). \$1.00  
Save! Buy 2 for . . . . . 1.85

**B** Ann Barton Lucite Hair Brush Set. 8-inch brush with 5 rows long-wearing nylon bristles. Matching dress comb. Both in assorted clear, pink or blue (sorry, no choice). In clear plastic cover gift box. 8 N 6482—Shpg. wt. 10 oz. . . . . Set \$1.79

**D** Ann Barton 2-pc. Set. Beautiful half-round style Satinwood brush with natural bristles, gracefully curved handle. 8-in. brush. Matching comb. A lovely set gift boxed for your "best" girl. 8 N 9531—Shpg. wt. 1 lb. . . . . \$3.98

### 2 Sets in lovely Lucite Featuring "Nylon with a Drag"

- Sensational crimped nylon bristles massage and invigorate the scalp
- Beautiful clear lucite in an exquisite deep-grooved modern design
- Professional style bristles . . . long-lasting, non-porous, easy to clean

**E** Ann Barton 2-pc. Set. Graceful 8-inch lucite brush features the new crimped nylon bristles . . . matching lucite comb. A gift that will be used constantly. State color: clear, rose or blue. 8 N 9529—Shpg. wt. 1 lb. 8 oz. . . . \$2.98

**F** Ann Barton 3-pc. Set of glamorous clear lucite. 7 $\frac{1}{2}$ -in. hair brush with crimped nylon bristles, clothes brush with nylon bristles and comb. A luxurious set as practical as it is lovely—she'll love it! 8 N 9530—Shpg. wt. 2 lbs. . . . . \$4.98



### HAIR DRYERS with folding stands

Ann Barton De Luxe Dryer for heavy duty shop or home use . . . a wonderful Christmas present! Check the special features illustrated above. Non-tip, self-lock, adjustable steel stand.

Heavy gauge steel hood has baked-on enamel finish. Hood tilts—no awkward bending. 400 watts, 115 volts, 60-cycle AC. UL approved. 3-year guarantee against defective materials or workmanship. Wt. 16 lbs. 8 N 06555—Complete. \$34.95

Ann Barton Professional-type Hair Dryer. Operates on  $\frac{1}{8}$  the current of an electric iron. Hood concentrates heat to dry whole head at once. Hot-cold fingertip control switch on 3-ft. cord. Non-tip steel stand adjusts, folds compactly.

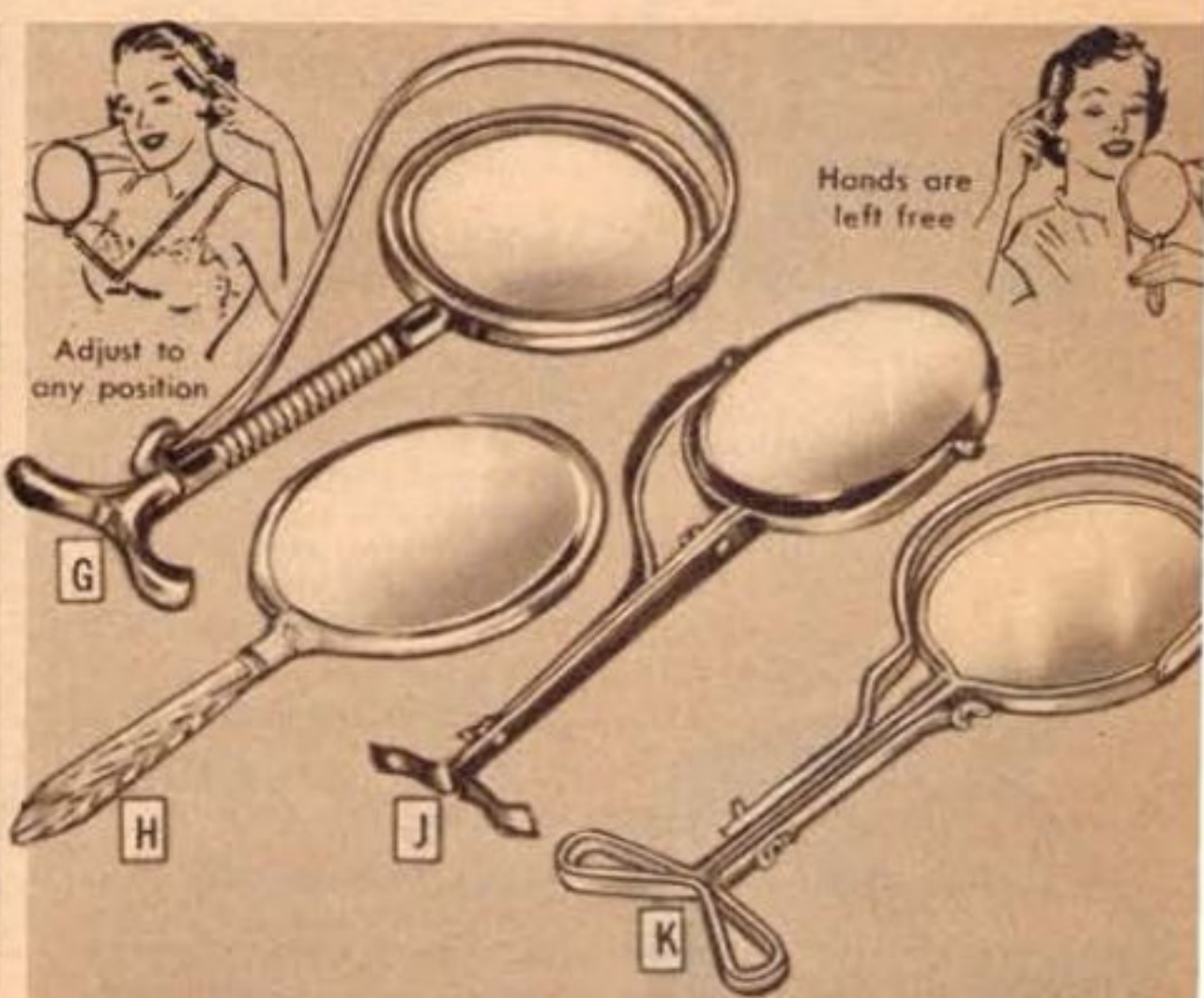
Hood tilts—heavy gauge steel with baked-on enamel finish. 400 watts, 115 volts, 60-cycle, AC. UL approved. 1-year guarantee against defects in materials or workmanship. Wt. 14 lbs. 8 N 06590 . . . . . \$19.95



### Make-up Mirror

De luxe electric make-up mirror with giant 7 $\frac{1}{2}$ -in. 2-sided mirror in chrome metal frame. One side is regular, other magnifies. Non-glare light from 25 watt frosted tube at base. Tilts to any angle.

On-off switch, 6-ft. cord. 115-volt AC-DC. UL approved. A real beauty gift . . . no more "guesswork," or powder streaks when you make up. Shipping wt. 3 lbs. 8 oz. 8 N 6294 . . . . . \$5.75



### She Always Needs an Extra Mirror

**G** Round-the-Neck Mirror with clear lucite frame. Adjustable to desired position, it frees hands for hair and make-up. 1 side plain, 1 magnifies. 14 in. long. 8 N 6284—Wt. 14 oz. \$2.98

**J** Metal Round-the-Neck Mirror for home or travel. 5-in. diam.—1 side plain, 1 side magnifies. All-metal frame completely adjustable. 13 $\frac{1}{4}$  in. long. 8 N 9539—Wt. 14 oz. \$2.98

**H** 2-sided Hand Mirror, 1 side plain, 1 magnifies. Shpg. wt. each 12 oz. 8 N 9546—7-in. mirror, clear lucite frame. 14 $\frac{1}{2}$ -in. long. \$2.98  
Save! Buy 2 for . . . . . 5.50  
8 N 6275—5-in. Lustron, 8 $\frac{1}{4}$ -in. long. State crystal, blue. \$1.24

**K** Round-the-Neck Mirror with attractive plastic frame. 5-in. diam. mirror; one side plain, other for magnifying. 13 $\frac{1}{2}$  inches long. State pink or blue. 8 N 6297—Wt. 14 oz. \$1.98



**Special for Christmas**  
**PRICES CUT**  
**Save 52¢ to \$2.30**  
**on the 5 Items**  
**listed below**



Save 52¢  
 Was \$3.29 **\$2.77**  
 Each

**Lovely Lyric Musical Powder Box.** At the height of our busiest season, we've CUT OUR PRICE on this popular gift item! The 18-note imported Swiss movement plays a romantic melody such as "I Love You Truly" or "Anniversary Song" when the lid is lifted. Powder box is fashioned from blue or silver color (sorry no choice) metal. Has a pert gold-color knob on top. Box is 4 3/8 x 4 in. Shpg. wt. 12 oz. 8 N 7009—Was \$3.29 Now \$2.77



Save \$1.45  
 Was \$8.95 **\$7.50**

**Cigarette Box and Ash Tray** in grand piano design. Price slashed \$1.45 just at the time you want it most. Metal in striking combination with blue or red (sorry, no choice). 18-note imported Swiss movement plays "Smoke Gets in Your Eyes." Looks as if you paid far more for it than you did. 8 x 4 7/8 x 3 7/8 in. (Cigarettes not included.) Shpg. wt. 4 lbs. 4 oz. 8 N 7044—Was \$8.95 Now \$7.50



Save \$1.52  
 Last Spring Was \$6.50 **\$4.98**

**Musical Frosty the Snowman.** This clever Frosty is yours for only \$4.98... a \$1.52 saving! He revolves on a cake of make believe snow to the tune of "Frosty the Snowman." 18-note Swiss movement in base. Made of plastic. About 4 in. high on a 4-in. base. Shpg. wt. 1 lb. Save \$1.52. 8 N 7134—Was \$6.50 Now \$4.98



Price cut \$2.30  
 Last year Was \$12.25 **\$9.95**

**Musical Cigarette Box.** Price cut repeated from the Midfall book. Dark brown polished veneered wood. Imitation inlaid design on hinged lid. 22-note Swiss movement plays both "Two Cigarettes in the Dark" and "Some Enchanted Evening." 5 3/4 x 4 1/8 x 2 3/8 in. Imported from Switzerland. "King size." Cigarettes not included. Shpg. wt. 1 lb. 8 oz. 8 N 7048—Price still only \$9.95



Price cut \$2.00  
 Last Spring Was \$7.95 **\$5.95**

**Musical Cookie Jar.** Price cut repeated from our Midfall book. Chubby sailor boy. 9 x 10 in., of red, white and blue color pottery. 18-note Swiss movement in lid plays one appropriate tune when lifted. Shpg. wt. 3 lbs. 6 oz. 8 N 7132—Price still only \$5.95



**Musical Atomizer** of clear glass. Price cut repeated from our Midfall book. Big Catalog price was \$4.98. Spun metal base, gold-plated atomizer head and mesh-covered bulb. Overall ht. 7 3/8 in. 18-note imported Swiss movement in base plays one romantic tune. Perfect gift for that "certain lady" on your list. Shpg. wt. 1 lb. 5 oz. 8 N 7028... Still only **\$3.95**



**Automatic Disc Music Box.** Polished walnut, made in Switzerland. 30-note movement plays interchangeable discs. One Christmas disc incl. 10 x 6 x 4-in. box. Wt. 5 lbs. 8 N 7033M... Only **\$19.50**

**Metal disc assortment** for above box. 10 Christmas tunes such as "Silent Night." 8 N 7034M—Wt. 1 lb. **\$5.79**



Price cut 75¢. **Large Musical Candy Dish.** Revolves as 22-note Swiss movement plays "Home Sweet Home" and "Old Folks at Home." Made of sparkling blue metal. 8 in. in diam. Has removable 3-section glass dish for candy. A thoughtful and useful gift. (Candy not included.) Shipping weight 4 pounds. 8 N 7030—Was \$8.25 **\$7.50**

MOVEMENTS FROM SWITZERLAND

**Musical Gifts**

INTRICATE MELODIES



The musical movements in these gifts were purchased by Sears from Swiss craftsmen who hand down their unique skill from generation to generation. The number of notes indicate the quality of the movement... the greater the number, the more melodious and intricate the music.

THESE FIVE ITEMS ILLUSTRATED ON OPPOSITE PAGE

**A Musical Jewel Box** of genuine leather. Handsome, rich-looking design with exquisite detail. Present her with this on Christmas morning and she'll sigh with delight. Its melodious voice will remind her of you all year long. Self-rising tray, earring bar. 24K gold tooling trim. Rayon-velvet lined. 18-note Swiss movement. Wine color box plays "Golden Earrings"; ivory color box plays "Some Enchanted Evening." 10 x 7 x 3 1/2 inches. (Jewelry not incl.) Shpg. wt. 2 lbs. 8 oz. 8 N 7152—State wine or ivory... **\$10.00**

**B Musical Jewel Box** of simulated leather with 22K gold tooling trim. Less expensive than the genuine leather jewel box (8 N 7152) listed at left, but retaining the same beauty of design. Makes a lovely gift for a lucky lady. A nice way to say "Merry Christmas!" Contrasting lining. Self-rising tray. Lock and key. 18-note Swiss movement plays "Some Enchanted Evening." 7 3/4 x 5 3/4 x 2 1/2 inches size of box. (Jewelry not included.) Shipping weight 1 pound 5 ounces. 8 N 7005—State blue or ivory color box... **\$5.49**

**C Musical Powder Box**... in Sears exclusive styling. Cover has beautiful rose that looks so fragile and delicate it's almost real. Rose is of almost unbreakable plastic. 5 1/4 x 2 3/4-in. box; 1 3/4-in. rose. 22-note Swiss movement plays romantic tunes (no choice). State blue or green color metal box. 8 N 9525—Shpg. wt. 1 lb. **\$4.98**

**D Locket Musical Powder Box.** Has lovely cameo on top that actually opens to hold a picture. Gold-color metal box. 18-note Swiss movement plays 1 romantic tune such as "Let Me Call You Sweetheart" or "Night and Day" (sorry, no choice.) 4 x 2 1/2 in. She'll remember your thoughtfulness. 8 N 7010—Shpg. wt. 1 lb. **\$5.69**

**E New Design Musical Powder Box.** The loveliest we've seen. Multicolor glass encrustment on cover reflects a myriad of lights. Box fashioned of bright jewelers bronze in graceful Grecian urn design. 18-note Swiss movement plays "Let Me Call You Sweetheart." 3 x 4 1/2 in. Shpg. wt. 1 lb. 8 N 9526... **\$6.98**



**"Hill Billy" Little Brown Jug** plays the rollicking "Little Brown Jug" when lifted. 18-note Swiss movement in base. Jug is of brown ceramic with yellow drinking cup on top. Gay "hill billy" decal on side. Holds 1 quart beverage. 9 in. high. A "fun" way to say Merry Christmas! Shpg. wt. 3 lbs. 6 oz. 8 N 7039... Only **\$7.25**



**Melodious 22-note Music Box.** \$2.00 price cut repeated from our Midfall book. Imported from Switzerland. Fashioned of polished brown wood. Two-tune, 22-note Swiss movement plays "Anniversary Song" and "Emperor's Waltz." For a lucky friend, it makes a coveted gift. 6 x 4 1/4 x 2 1/2 in. Wt. 1 lb. 8 oz. 8 N 9323... Still only **\$7.95**



**Musical Souvenir Album.** Provides safekeeping for snapshots, clippings, programs, etc. 18-note imported Swiss movement plays "Auld Lang Syne" when cover is lifted. Attractively embossed maroon fabrikoid cover. Contains 4 printed and 12 plain pages. A charming gift. 9 1/2 x 13 in. size overall. 8 N 9581—Wt. 4 lbs. **\$8.50**





**Small, budget-priced Musical Rosary Box** of lovely silver color metal. Has gold color Crucifix on cover. 18-note imported Swiss movement in base plays "Ave Maria" when lid is lifted. Compartment 4 1/4 x 2 3/4 in. holds normal size rosary. Musical rosary box makes a touching gift for someone very special. Order several. Shpg. wt. 1 lb. 8 N 9523..... Only \$2.98



**Musical Rosary Box** of lovely jeweler's bronze will show your thoughtfulness all year long. Our best seller. Madonna picture on cover. Felt lined rosary compartment. Lift the lid and "Ave Maria" plays from 18-note Swiss movement in base. 2 3/4 x 4 inches. (Rosary not included.) She'll be appreciative. Shipping weight 1 pound. 8 N 7032..... \$3.98



**Our deluxe Musical Rosary Box with Holy Water Font.** Lift the lid and 18-note Swiss movement in base plays the lovely "Ave Maria." Rayon-velvet lined rosary compartment. On top is 2 3/8-in. pastel china figure of Madonna and Child. Holy water font in lid. Box is gold-colored metal in graceful design. 3 1/2 x 5 in. Shpg. wt. 1 lb. 7 oz. 8 N 7049..... \$6.95



#### Unusual Whistling Tramp.

Imported from Germany; hand carved wood. Personable tramp stands 18 in. high. Turn him on and he whistles "I Won't Be Home Until Morning." Bellows movement in 3 1/2 x 5-in. base. As he whistles, his head moves from side to side. Light goes on in street lamp (battery included) and turns out automatically as he finishes. Distinctive for recreation room. Shpg. wt. 4 lbs. 8 N M9595F—Shipped express from New York. Pay shpg. charges on delivery.....\$75.00



**Exotic Singing Bird** in a handsome polished brass cage. Imported from Germany. Life-like bird in colorful, natural feathers is as delicate as its clear, melodious song. Notes trill out "canary-like." His beak and graceful tail move realistically as he sings. Cage is 11 in. high. Rayon-velvet lining in bottom. Switch allows "continuous" or "intermittent" singing. Bellows-type movement in base. Shpg. wt. 4 lbs. 8 N M9558F—Shipped express from New York. Pay shpg. charges on delivery.....\$75.00



#### Lyric Musical Dancing Doll.

A collector's "dream-piece." Lovely little hand-painted china doll in billowing rayon satin and lace gown. She whirls and pirouettes gracefully on her tiny toes to the strains of the "Blue Danube Waltz" played by 18-note Swiss movement in base. Enchanting little ballerina is mounted on base of lustrous blue spun metal. Removable clear glass dome protects doll from dust and damage. Base has 5-inch diameter, glass dome is 5-in. high. Wt. 1 lb. 4 oz. 8 N 7133.....\$5.98



#### Musical Stein of multicolor pottery, imported from Germany.

Just the thing to say a robust and good-fellow "Merry Christmas" all year long! 18-note imported Swiss movement in base sends forth the rousing "Stein Song" every time you raise it in the air. Colorful beer-garden scene around the stein bears an appropriate German motto. A flick of the thumb raises the hinged pewter lid. Certain to convey "good spirits!" 22-oz. capacity. 10 1/2 in. high. Shpg. wt. 3 lbs. 8 N 9554.....\$10.00



**Musical Sewing Basket.** Beautifully woven natural rattan. 18-note Swiss movement plays "Old Spinning Wheel." Cover is plastic-coated fiber. Red rayon lining, pin cushion in cover. Spool tray. Metal hasp. Basket is 8x8x3 3/4 in. She'll thank you. Shpg. wt. 2 lbs. (Contents not incl.) 8 N 7130.....\$8.95

**Cheery Musical Teapot** plays "Tea for Two" when lifted. Fashioned of glazed pottery in oyster white, with multicolor floral design. 18-note imported Swiss movement in base. 6-cup capacity. Makes a decorative and practical gift that will be used often. Wt. 3 lbs. 8 oz. 8 N 7027.....\$6.95

**Musical Jewel Box for the "Junior Miss."** 18-note Swiss movement plays such tunes as "Star Dust." (No choice.) Pink plush-effect box, white rayon lined inside and self-rising trinket tray. 7x5x2 3/4 in. Mirror in cover. Shipping weight 1 pound 5 ounces. (Trinkets not incl.) 8 N 9524.....\$3.98





**Bouquet Red Lilac**—3½-ounces of cologne reminiscent of springtime, flowers and romance. Postpaid.  
8N9050E—(Shpg. wt. 8 oz.) . . . . . \$1.50

**Bouquet Tweed**—she'll love this world-famous cologne . . . brisk fragrance. 3½-oz. 8N9051E—Postpaid (Shpg. wt. 8 oz.) \$1.50

**Tweed Icicle**—purse-size solid stick-cologne in gold color metal case. Carry it with you for an on-the-spot touch-up. 8N9052E—Postpaid (Shpg. wt. 2 oz.) \$1.50

**"Three Silent Messengers."** 2-oz. each of Tweed, Miracle, and Confetti—3 of L'etheric's most popular colognes. They go with you everywhere—wrap you in fragrant loveliness. Round gift box. 8N9054E—Postpaid (Shpg. wt. 1 lb.) \$3.00

**5 Walking Sticks** of Coty cologne just 4-in. high—perfect size to carry in your purse. ½-oz. each of L'Origan "for golden moments," L'Aimant "for love," Paris "for elegance," Muguet du Bois "lily of the valley," Emeraude "the jewel fragrance." Postpaid (Shpg. wt. 7 oz.)

8 N 9596E—5-pc. set in gift box . . \$4.74

**3-piece Muguet du Bois (Lily of the Valley) Set.** 2-oz. cologne, purse-size perfume, and atomizer. Postpaid (Shipping weight 9 ounces). 59c Federal Tax included.

8 N 9593E—3-pc. set in gift box . . \$4.09

**Coty Duet**—1-oz. stick non-spill solid cologne and 3.7-oz. talc. State L'Origan or L'Aimant. Postpaid (Shipping weight 7 ounces).

8 N 9597E—2-pc. set in gift box . . \$3.00

**Old Spice Homestead Box**—fragrant of roses and spice. 4-oz. toilet water, 7-oz. dusting powder, puff. Postpaid (Shipping weight 1 pound 3 ounces).

8 N 9136E—2-pc. set in gift box . . \$2.82

**Old Spice "Sewing Box"** with pincushion in top. Use as pin box when empty. Gift-size soap, ¾-oz. toilet water, 1-oz. talc. (18c Fed. tax incl.) Postpaid (Wt. 1 lb. 4 oz.)

8 N 9278E—3-piece Set . . . . . \$1.43

**Old Spice "Bath Bounty" Gift Set.** 10 slim 1¼-oz. tubes of fragrant bath salts, each enough for 2 or 3 baths. Postpaid (Shipping weight 1 pound 12 ounces).

8 N 5549E—10 tubes in gift box . . \$1.50

**Old Spice Soap**—3 rich-lathering toilet size bars. Postpaid (Shpg. wt. 1 lb.)

8 N 5552—3 bars in gift box . . . . . \$1.25

**Matchabelli Cologne Collection** combines six distinctive bouquets . . . true, rich echoes of famous Prince Matchabelli perfumes. Acetate gift box contains the six ¼-oz. sceptre bottles of cologne: Crown Jewel, Stradivari, Duchess of York, Ave Maria, Katherine the Great, and Abano. Postpaid (Shpg. wt. 12 oz.)

8 N 3452E—6 colognes in gift box . . \$4.20

**2-piece Duchess of York Set**—1-oz. Eau de cologne and 1 dram perfume in famous Matchabelli crown bottle. Postpaid (Shipping weight 8 ounces).

8 N 9174E—2-pc. set in gift box . . \$3.00

**Matchabelli Cologne Carols**—1-oz. each of Holly Berry and Potpourri cologne. Postpaid (Shpg. wt. 6 oz.)

8 N 9173E—2 pieces in gift box . . \$1.20

## Emphasize Her Feminine Charms



### Gifts of Glamour

**Ann Barton "Garden of Roses."** Fragrant gift soap, shaped into 6 dainty red roses. Shpg. wt. box 1 lb. Gift boxed.

8 N 4979—6 bars . . . . . 95c  
18 bars (3 boxes) . . . . . \$2.69

**"Pert Kit."** Rayon satin case filled with matching compact, med. clear red lipstick (regularly 90c), plastic comb. Case size 4½ x 4½ in. 20c Fed. Tax included. Shpg. wt. set 6 oz. 8 N 5688E . . . . . Set \$1.59  
Save! . . . . . Buy 2 for 2.89

**Ann Barton Cologne**, with atomizer. 4-oz. in gift box. (13c Fed. tax included). State apple blossom or lily of the valley. Shipping weight 1 pound.

8 N 5690E . . . . . \$1.00  
Save! Buy 2 for . . . . . 1.79

**2-piece Gift Set.** 4-oz. Lily of the Valley cologne, with atomizer, for frequent, lavish use—and 2½-oz. stick cologne, cooling refresher. (30c Fed. tax incl.) Gift boxed. Shpg. wt. 1 lb. 5 oz. 8N5691E . . . . . \$2.00

**Princess Eve Perfume Kit** for her purse. Contains 3 perfume sticks, Zoom, French Lace, Foolish Heart . . each in 1¼-inch long gold-color metal case. Outer case is lizard-grained plastic in assorted colors (sorry, no choice). 1¾x1¾-in. Postpaid (Wt. 2 oz.)

8 N 9208E—3 perfumes in case \$1.20

**"Pin-A-Scent"** combination lapel pin and perfume dispenser. Leakproof 1x ¾-in. vial has dainty cameo-design ornament on front. Screw top has perfume applicator attached. Made of polished brass. Safety clasp. In a lovely gift box.  
8 N 7150E—Shpg. wt. 2 oz. . . . \$1.20

**Brush Duet**, for purse. Clothes brush and suede brush in gold-color lipstick type containers 2 in. high.  
8 N 9532—Wt. set 3 oz. . . . Set \$1.49  
Save! Buy 2 for . . . . . 2.75

**Plexiglass Atomizer** with a carved red rose in its base. Net covered bulb. Gift boxed.  
8 N 9548—Shpg. wt. 6 oz. . . . \$3.95

**Purse Make-up Light** with attached key-chain and metal mirror. Slender 2¾-in. gold-color metal flashlight. Set in red plaid flannel-lined snap-case.  
8 N 9515—Shpg. wt. ea. 6 oz. . . . 98c  
Save!—Buy 2 for . . . . . \$1.75

**Yardley Old English Lavender Soap**, a fine milled luxury toilet soap. Postpaid (Shpg. wt. 15 oz.)

8 N 4464—3 cakes in gift box. \$1.35

**Helena Rubinstein's White Magnolia . .** cologne with all the romance of a southern garden. 2-oz. size. Gift boxed.  
8 N 9549E—Postpaid (Wt. 5 oz.) \$1.50

**Tend 'N' Mend Kit.** 3-inch red simulated leather snap case holds tweezers, nail file, emery board, orange stick, 2 needles, threader, safety pin, 4-section spool with thread. 4c Fed. Tax included.  
8 N 9498E—Shpg. wt. ea. 3 oz. \$1.00  
Save!—Buy 3 for . . . . . 2.79

### That little "Extra" Gift to please and pamper her





"Tabu" is high on the list of famous fragrances created by Dana. An exotic, heady scent that gives a woman that breath of mystery and allure she so much covets. So give Tabu to your fairest lady this Christmas . . . it's certain to please.

**Tabu Triplets.** Three purse-size sticks of solid cologne she'll carry with her wherever she goes. Stick cologne is perfect for a quick on-the-spot touchup . . . and can be carried without fear of spilling. Postpaid. (Shpg. wt. 6 oz.)  
8 N 9055E—3 sticks of cologne in gift box . . . . . \$2.40

**Tabu Cologne,** an exciting refresher. Use lavishly.  
8 N 9056E—4-oz. in gift box. Postpaid. (Shpg. wt. 10 oz.) \$4.20  
8 N 9057E—2-oz. in gift box. Postpaid. (Shpg. wt. 6 oz.) . \$2.40

**Tabu Perfume,** the "forbidden" fragrance, is an exquisite, ever acceptable gift. It is lovely and lasting.  
8 N 9058E— $\frac{1}{4}$ -oz. in gift box. Postpd. (Shpg. wt. 4 oz.) \$6.00  
8 N 9059E— $\frac{1}{8}$ -oz. Gift box. Postpd. (Shpg. wt. 2 oz.) . . \$3.00

**Lyric Stick Cologne.** You save 60c at this new low price! 3-oz. of cool, sweet-scented luxury. Non-spill . . . rub it on! Attractively gift wrapped. Postpaid (Wt. 6 oz.)  
8 N 5750E—Was \$1.80. Now. \$1.20

**Lyric Floral Note Stick Cologne.** Now, save 60c on this delightful non-spill fragrance. Lovely glass container with gold color metal top holds 3 oz. Gift wrapped. Postpaid (Shpg. wt. 8 oz.)  
8 N 5763E—Was \$1.80. Now. \$1.20

**Lyric Talcum** (not shown). 5 oz. size in shaker-top gift box. Postpaid (Shpg. wt. ea. 9 oz.)  
8 N 5747E . . . . . Only 72c  
Save 24c!—Buy two for . . . . . \$1.20

**Lyric Cologne with Atomizer.** 4 oz. of enchanting, haunting fragrance. In gift box.  
8 N 5714E—Pstpd. (Wt. 1 lb.) 25c Fed. tax incl. Both \$2.00  
8 N 5708E—4-oz. Cologne only. Pstpd. (Wt. 12 oz.) . 1.50

**Lyric Floral Note Cologne with Atomizer.** 4 oz. In gift box.  
8 N 5757E—Pstpd. (Wt. 1 lb.) 25c Fed. tax incl. Both \$2.00  
8 N 5756E—4-oz. Cologne only. Pstpd. (Wt. 12 oz.) 1.50

**Lyric Compact** (not shown). Pretty ribbon-design gold and silver color metal case. In soft cloth bag. 2 puffs. (Shpg. wt. 8 oz.)  
8 N 5790—Postpaid . . . \$4.50

**For Christmas . . .** each of the lovely sets below comes in a beautiful satin-lined gift box—at no additional cost to you!

**3-piece Set.** 4 ounce bottle cologne with atomizer, and purse-size stick cologne. Choice of 2 fragrances. (45c Fed. tax included). Postpaid (Shpg. wt. 1 lb.)  
8 N 5785E—Lyric fragrance \$3.20  
8 N 5784E—Floral Note . . . \$3.20

**Lyric 2-piece Set . . .** 4 oz. cologne, 5 oz. talcum. (Wt. 1 lb. 4 oz.)  
8 N 5782E—Postpaid. Set \$2.22

**Lyric Floral Note Set.** 1 $\frac{1}{2}$  dram perfume, sachet, purse-size stick cologne. A touch adds glamor! (Wt. 1 lb.) Postpaid.  
8 N 5785E—3-pc. set . . . . \$4.20

## Beauty Gifts for her Christmas



### Special Bourjois Buys . . Save $\frac{1}{3}$ to $\frac{1}{2}$ !

**Perfume Trio Gift Set** by Bourjois, now offered at only half its regular price. Three famous perfumes are included . . . Evening in Paris, Mais Oui, and Endearing. Each in a 0.15 ( $\frac{1}{4}$ ) oz. bottle, gayly packaged. Postpaid. (Shpg. wt. 3 oz.)  
8 N 4834E—Formerly \$3.60 . . . . . \$1.80

**Evening in Paris "Scented Satchel."** She'll adore this trio of romantic Evening in Paris perfume, eau de cologne, and non-spill cologne stick. Purse size . . about  $\frac{1}{2}$  dram perfume 60c flaconette,  $\frac{1}{2}$  oz. 60c cologne, and about  $\frac{1}{2}$  oz. 60c cologne stick. Postpaid. (Shpg. wt. 7 oz.)  
8 N 9522E—Combination special . . . \$1.20

**Four-piece Perfume and Cologne Set** by Bourjois at  $\frac{1}{2}$  regular price. Famous Evening in Paris perfume and eau de cologne, plus Mais Oui perfume and eau de cologne. Each perfume is 0.15 (about  $\frac{1}{4}$ ) oz., each cologne is  $\frac{1}{2}$  oz. size. In gift box. Postpaid. (Shpg. wt. 5 oz.)  
8 N 4835E—Formerly \$3.60 . . . . . \$1.80

**Evening in Paris "Splash and Carry"** at new low price. 2-oz. (\$1.20) bottle of Evening in Paris eau de cologne, to splash on at home . . . and about  $\frac{1}{2}$ -oz. 60c cologne stick to carry in her purse. Gift packed. Postpaid. (Shpg. wt. 7 oz.)  
8 N 4823E—Combination special . . . \$1.20

### Gay Evening in Paris Sets by Bourjois

**Four-piece Evening in Paris Gift Set** by Bourjois. 1 dram perfume in flacon,  $\frac{3}{4}$  oz. cool, refreshing talcum in glass container, 2 $\frac{3}{4}$  oz. (medium) face powder, 2 oz. cologne. A delightfully fragrant, wonderfully complete set. Pstpd. (Shpg. wt. 2 lbs.)  
8 N 9219E—4 pieces in gift box . . . \$4.80

**Five-Piece Evening in Paris Set** by Bourjois. A de luxe beauty gift for someone very special.  $\frac{3}{4}$  oz. talcum in glass container, 2-oz. cologne, .15 oz. purse-size perfume, about  $\frac{1}{2}$  oz. cologne stick, glass flacon for carrying cologne or perfume in your purse. Postpaid. (Shpg. wt. 2 lbs. 9 oz.)  
8 N 9527E—5 pieces in pink gift box \$6.00

**3-piece Evening in Paris Set** by Bourjois. Includes 1 delightful dram perfume in flacon,  $\frac{3}{4}$  oz. talcum in glass container, 1 oz. eau de cologne. Ptpd. (Shpg. wt. 14 oz.)  
8 N 9217E—3 pieces in gift box . . . \$3.00

**Gift size flacon of Romantic Evening in Paris Perfume,** ribbon-tied to snowy "styro-foam" snowball. Lovely for her tree or Christmas stocking. Postpaid. (Shpg. wt. 3 oz.)  
8 N 9528E—Purser in gift package . . \$1.20

**2-piece Evening in Paris Set** by Bourjois. Glass purse flacon with 1 dram perfume and 1-oz. cologne. Ptpd. (Wt. 8 oz.)  
8 N 9148E—2 pieces in gift box . . . \$2.10

If Catalog number ends in "E," price includes 20% Federal Excise Tax (unless otherwise specified).

CPBK<sub>2</sub> PAGE 101 . . COSMETICS





A magnificent 17-piece set to thrill your best girl



Case becomes utility box

### Boudoir Box for a charming lady

She'll love this 5-piece set in elegant "Pearl-tone" plastic and jeweler's bronze. Includes a 13-inch beveled hand mirror, hair brush with nylon bristles set in removable block, comb, atomizer, round mirror. Tray lifts out of hinged gift box, leaving lined case for stockings, hankies. Shpg. wt. 5 lbs.

**\$9.98**

5 pcs. in case

8 N 07127—White.....\$9.98 8 N 07128—Rose color.....\$9.98

### ← Our most elaborate Ensemble

**\$29.95**  
Cash  
\$3.00 down

A romantic set for someone very special... in jeweler's bronze combined with sparkling glass and rich ruby red plastic. 13-inch beveled hand mirror; 10 1/4-inch hair brush has nylon bristles set in removable lucite block. One-piece construction in brush and mirror for strength. Metal-backed plastic comb. Nail file, cuticle pusher, two metal picture frames, metal powder box, trinket box, and 2 glass cream jars. 12-inch mirror tray, 2 hobnail glass perfume bottles and atomizer. Two 16-inch hurricane lamps with ruby-red chimneys. UL approved, 115-volt AC-DC. 45-inch rubber cords.

8 N 09346K—Shipping weight 23 pounds.....\$29.95



**8-piece "Cupid" Set** with a musical powder box. Lustrous gold color metal with delicate tinted engravings on back. Metal-back comb. Hair brush has nylon bristles set in removable lucite block. Beveled hand mirror 12 3/4 in. Sturdy one-piece construction in both brush and mirror. Cream jar, glass mirror tray, file, cuticle pusher, comb. Powder box with 18-note Swiss movement plays "Let Me Call You Sweetheart." In lined, hinged gift case. 8 N 07125—Shipping weight 7 lbs.....Set **\$24.95**

**\$24.95**

Cash

\$2.50 Down

**12-piece Floral Set**, in jeweler's bronze. Soft-toned pastel plastic with multi-color floral design on backs of the 13-inch beveled hand mirror, 10-inch nylon-bristled brush and on the lids of the glass powder jar and 2 glass cream jars. Set also includes metal-backed plastic comb, all-metal nail file, cuticle pusher, glass atomizer, two metal picture frames for 5x7-inch pictures, a large mirror-tray for her vanity centerpiece. Hinged gift case is rayon-satin lined. 8 N 07112—Shipping weight 8 lbs.....**\$19.95**

**\$19.95**

12 pcs. in case

**6-piece Dresser Set** in gift box. What a thrill to receive this beautiful set! A stunning combination of wrought jeweler's bronze and gleaming "Jeweltone" plastic in either ruby or sapphire color. Set includes a 13-inch beveled hand mirror, hair brush with nylon bristles set in removable block for easy cleaning, a comb, powder jar with metal top, perfume bottle with atomizer top, oval mirror tray. 8 N 07115—Sapphire Blue. Shpg. wt. 6 lbs.....**\$14.29**  
8 N 07114—Ruby Red. Shpg. wt. 6 lbs.....**14.29**

**\$14.29**

6-pc. set



**A 3-piece Plastic Dresser Set** patterned after an 18th century design... a colorful picture in a milk-white frame. 13 1/2-inch hand mirror, hair brush with nylon bristles, plastic comb. Shipping weight each 1 lb. 8 N 9513—In gift box... **\$1.98**  
Save 21¢—Buy 2 for.....**\$3.75**

**B Budget 6-piece Set.** Clear, transparent plastic with colorful picture backs. 13 1/2-inch hand mirror, hair brush with plastic bristles, dress comb, 2 powder boxes, jewelry box, 5 1/4 x 3 1/4-inch. Wt. ea. 2 lbs. 8 N 9512—Set in gift box **\$2.49**  
Save 23¢—Buy 2 for.....**\$4.75**

**C "Lustron" Plastic Set.** Round plain glass hand mirror is 5 3/8 inches in diam., 10 in. long. Professional style hair brush has nylon bristles, matching comb. Shpg. wt. ea. 1 lb. 4 oz. State crystal clear or blue. 8 N 7103—In gift box... **\$2.98**  
Save 46¢—Buy 2 for.....**\$5.50**

**D "Brocade" Vanity Set** in jeweler's bronze. Mirror and brush backs have multicolor brocade design that blends into any background. 13-inch hand mirror, hair brush with nylon bristles, metal-backed plastic comb. Wt. 1 lb. 8 oz. 8 N 7124—In gift box... **\$3.98**

**E Big Value Set** in jeweler's bronze with lustrous "Pearl-tone" plastic back in gold and ivory color. Smartly simple modern design. 12 3/4-inch beveled hand mirror, hair brush with nylon bristles, metal-backed comb, powder jar. Shpg. wt. 3 lbs. 8 N 9505—In gift box... **\$4.98**





**Ann Barton 7-piece Manicure Set** in trim purse-style case. Powder blue or Wine red plastic with gold color lacing design; matching rayon lining. All your nail care needs . . . cuticle scissors, nail file, cuticle pusher-nail cleaner, nail white pencil, nail polish, polish remover, cuticle remover. Case  $5\frac{1}{4} \times 4\frac{1}{8}$ -in. 30c Fed. tax incl. Shpg. wt. 1 lb. State color: blue or wine.  
8 N 5637E . . . . . \$3.49

**Ann Barton 12-piece Manicure Set** in ivory color plastic zipper case with gold color decoration. Rayon lining. Includes cuticle scissors, tweezers, buffer, plastic cuticle pusher-nail cleaner, nail file, nail white pencil, nail polish, polish coat, polish remover, cuticle remover, 2 emery boards. Case  $6\frac{1}{2} \times 4\frac{1}{2}$ -in. 33c Federal tax included. Shipping weight 1 pound 6 ounces.  
8 N 5638E—Complete. \$4.75

**Ann Barton 14-piece Manicure Set** in scarlet snakeskin-grained plastic; rayon lining. Includes cuticle scissors, tweezers, plastic handled nail brush, plastic nail cleaner, 2 emery boards, nail polish, polish remover, cuticle remover, polish coat, nail white pencil, metal cuticle pusher, metal cuticle knife, nail file. Case  $6\frac{3}{4} \times 5$ -in. 44c. Fed. tax incl. Shpg. wt. 1 lb. 8 oz.  
8 N 5634E—Complete. \$5.98

**Ann Barton 13-piece Manicure Set.** Purse-style  $6\frac{3}{4} \times 5$ -in. case in silver and black striped plastic with nickel-plated frame. Rayon lining. Cuticle scissors, tweezers, nail brush, 2 emery boards, blemish remover, nail file, nail polish, polish coat, polish remover, cuticle remover, metal cuticle pusher, metal cuticle knife. 50c Fed. tax included. Shipping weight 1 pound 8 ounces.  
8 N 5631E—Complete. \$6.95

**Ann Barton de luxe 17-piece Manicure Set**—a gift that's certain to be appreciated. Handsome zipper case in light brown ostrich-grained plastic, with a matching rayon moire lining. Contains cuticle scissors, toenail nipper, tweezers, blemish remover, nail white pencil, 2 emery boards, buffer, metal cuticle knife with plastic handle, metal cuticle pusher with plastic handle, nail cleaner, file, 2 bottles polish, cuticle remover, polish remover, polish coat. Case  $8\frac{1}{4} \times 6$  inches. 50c Federal tax included. A beautifully complete set for that special someone . . . order early!  
8 N 5639E—Shpg. wt. 1 lb. 12 oz. . . . . \$9.95



**Ann Barton 6-piece Economy Manicure Set.** Green lizard-grained plastic snap case with nail file, clear plastic comb, tweezers, plastic combination cuticle pusher and nail cleaner, cuticle scissors and a blemish remover. Case  $6\frac{1}{4} \times 2\frac{1}{2}$  in. 10c Fed. tax included. Shipping wt. 8 oz.  
8 N 5635E . . . . . Set \$1.59  
Savel . . . . . Buy 2 for 2.98

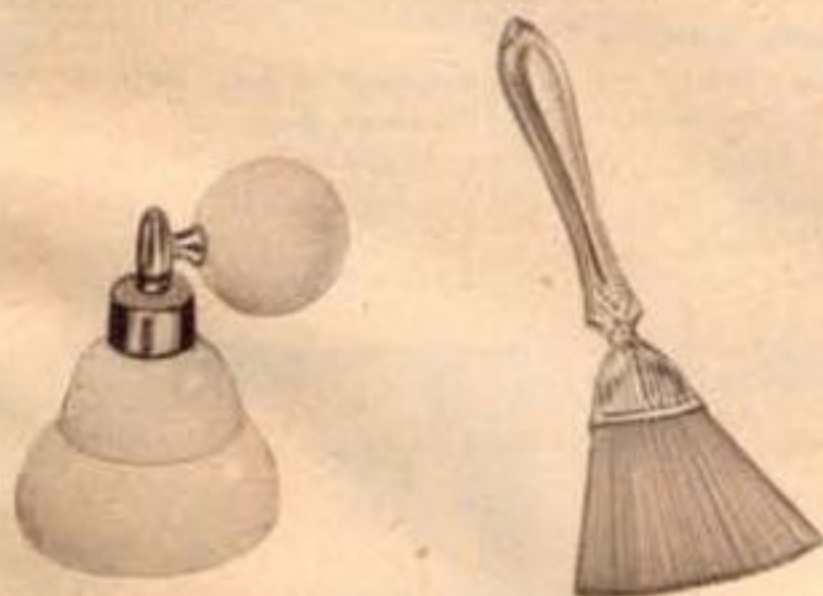
**Ann Barton 5-piece Manicure Set** in genuine pigskin zipper case with rayon moire lining. Contains cuticle scissors, tweezers, nail file, lucite manicure implement and lucite bobby comb. Case is  $5\frac{1}{4} \times 3\frac{1}{4}$  in. An excellent set for the money. Includes 15c Federal tax. Shipping weight 8 ounces.  
8 N 9133E . . . . . Set \$2.98

**Ann Barton 4-piece Vanity Groomer for Women** in a handsome, long-wearing top-grain cowhide case. Contains a file, tweezers, vanity mirror, and a folding rattail comb. The perfect case to carry in your purse. Cherry red or green . . . state color. 10c Federal tax included. Shipping weight 9 oz.  
8 N 5630E . . . . . Set \$2.49

**Ann Barton 8-pc. Jr. Miss Set.** Combination cuticle pusher and nail cleaner, nail white pencil, nail polish (light), polish remover, cuticle remover, 2 emery boards, and nail brush with clear plastic handle. In gift box. 10c Fed. tax included. Shipping weight 1 pound.  
8 N 5629E . . . . . Set \$1.59  
Savel . . . . . Buy 2 for 2.98

**Lyric 5-piece Implement Set** in folding snap case of lustrous plastic. "Satin" plastic lining. Contains 5-inch file, cuticle scissors, tweezers, nail scissors, and cuticle pusher—all precision crafted of finest chrome-plated steel (20c Fed. tax included). 8 in. wide. State red or green case. Postpaid. (Shipping wt. 4 oz.)  
8 N 5832E . . . . . Set \$5.60

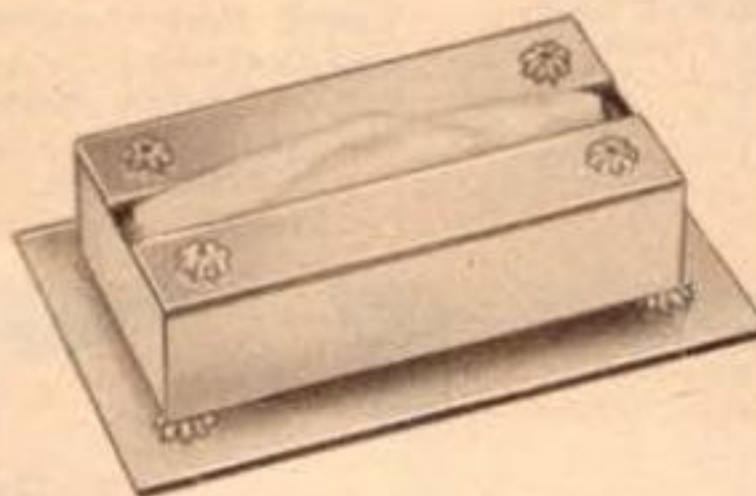
**Lyric 4-piece Implement Set** in lustrous plastic snap case with "satin" plastic lining. Contains a 4-inch file, cuticle scissors, tweezers, cuticle pusher—all of finest chrome-plated steel. A set any woman would like. (11c Fed. tax incl.). State wine or turquoise (blue) case. Postpaid. (Shpg. wt. 4 oz.)  
8 N 5831E . . . . . Set \$2.98



**Glass Atomizer** for her favorite fragrance. In simple, but smart, modern design. Bulb is covered with soft-toned velvety velour. Attractive 24K gold-plated head. 2-oz. size. Please state pink or blue. Shpg. wt. 10 oz.  
8 N 7013 . . . . . 89c  
Savel . . . . . Buy 2 for \$1.65



**Boudoir Brush** as attractive as it is useful. A stunning combination of rich gold color metal handle and bright red bristles.  $7\frac{1}{2}$  in. long. It's something every woman wants and would appreciate. In gift box.  
8 N 9519—Wt. 2 oz. . . . . \$1.98  
Savel . . . . . Buy 2 for 3.75



**6-piece Vanity Set** of pink molded plastic.  $14 \times 8\frac{1}{4}$ -in. sectioned tray, utility box, 2 powder boxes, hair brush and 3 combs. Utility box has silver color cover. All hand-carved effect. Shipping wt. 1 lb. 4 oz.  
8 N 9518 . . . . . Set \$1.98  
Savel . . . . . Buy 2 for 3.75



**Mirror Tissue-Box and Tray**, of sparkling glass. Wood base of box slides out to make room for a standard box of tissues (not included). Matching  $8 \times 13$ -in. mirror-tray. Shpg. wt. 4 lbs.  
8 N 9534—2-pc. set. \$4.49  
8 N 9535—Mirror-tray only. Shpg. wt. 3 lbs. . . . . \$2.45

**Beautiful Fitted Traveling Case** zips open to reveal a complete 12-piece manicure and dresser set. Tweezers, nail file, cuticle pusher, 2 emery boards in separate case, nail polish, polish coat, cuticle remover, polish remover. And—in lovely blue and silver color plastic, a hand mirror, comb and brush. Case is smart blue and silver color leatherette, size  $11 \times 5\frac{1}{4} \times 1\frac{1}{2}$  in. when closed. Blue leatherette lining. (33c Fed. tax incl.)  
8 N 9545E—Shipping weight 1 lb. . . . . Set \$4.98

If catalog number ends in "E", price includes 20% Federal Excise Tax (unless otherwise specified)



## SAILCLOTH

Suits that sail through all 4 seasons in slickest style



**MONOGRAMMED** with any 3 letters! Place Christmas orders before Dec. 5th. Print clearly letters desired. Sent postpaid from Chicago.



### Make It a Sister-Brother Gift

**\$2.98**

Give them **Sister-Brother Suits** of sturdy cotton sailcloth. As good looking as they are practical! Washfast. Sanforized—fabric won't shrink over 1%. Blazer striped jackets. Solid color boxer shorts with boys'; skirt with girls'. Suspenders on skirt. Boxed. *State size* 2, 3, 4. Shpg. wt. suit 15 oz. 29N8570—Boys' suit. Cinnamon with white. \$2.98 29N8571—Boys' suit. Red with white. 2.98 29N8572—Girls' suit. Cinnamon with white. 2.98 29N8573—Girls' suit. Red with white. 2.98

**\$5.98**

**4-pc. Suit.** Longies, jacket of washable, crease-resistant rayon gabardine. Maximum shrinkage 3%. Rayon tattersal vest. Sanforized white cotton shirt. Boxed. *State size* 1, 2, 3, 4. 29N8568—Navy blue 29N8569—Dk. brown Wt. 1 lb. 10 oz. \$5.98

**\$3.98**

**Rayon Gabardine Casual Suit.** Washable. Maximum shrinkage 3%. Zip front jacket. Boxer longies with fly front opening, shirred elastic waist. Boxed. *State size* 1, 2, 3, 4. Wt. 1 lb. 29N6709—Brown, tan 29N6710—Royal blue with gray. \$3.98

**\$4.49**

**3-pc. Suit.** New washable fabric of rayon, acetate and cotton. Has linen-like look. Boxer shorts, detachable suspenders. Sanforized cotton shirt. Boxed. *State size* 1, 2, 3, 4. Shpg. wt. 1 lb. 6 oz. 29N6761—Tan, brown 29N6762—White with navy blue. Suit \$4.49

**\$1.98**

Combed cotton polo. Knit-in train stripe, 2-button shoulder. Train embroidery on the Sanforized Cotton twill shorts. Elastic back waist. Sanforized. Washable. *State size* 1, 2, 3, 4. 29N6798—Yellow 29N6799—Med. blue Shpg. wt. 7 oz. \$1.98

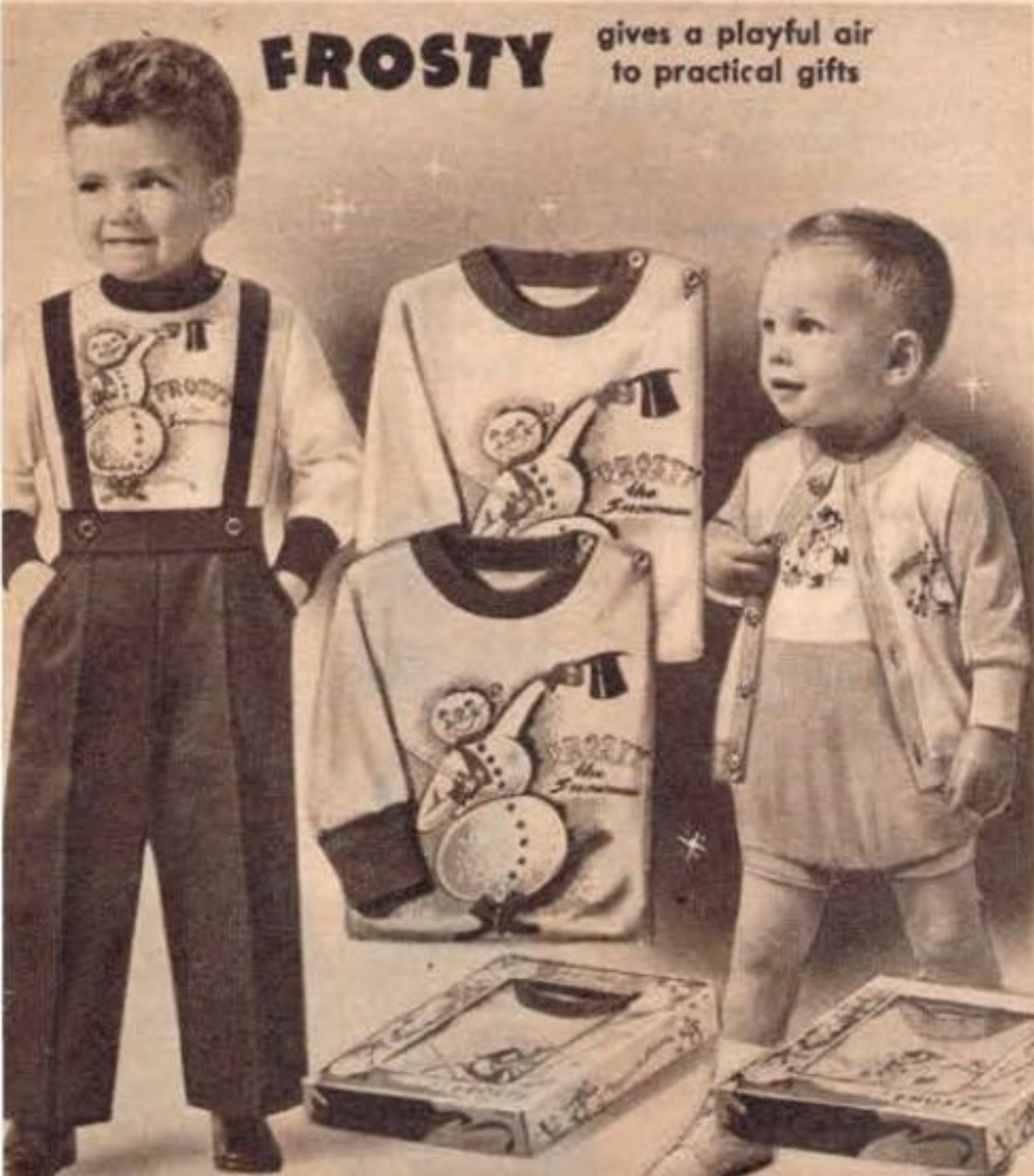
Suit **\$2.98**

**Initials printed** on interlock knit cotton shirt! Sanforized cotton twill longie; elastic back waist. Washable. *State size* 2, 3, 4. No C.O.D.'s. 129N8574F—Navy, gray 129N8575F—Brown, yellow Wt. 12 oz. Suit. \$2.98

Shirt only. Wt. 6 oz. 129N8576F—Gray 129N8577F—Yellow \$1.49

## FROSTY

gives a playful air to practical gifts



### All come in special FROSTY gift boxes

**\$2.98**

**2 for \$1.89**

**\$2.98**

**Frosty polo shirt** an longie set. Knit combed cotton polo with 2-button shoulder, jolly washfast Frosty print. Sanforized cotton twill longie with non-slip suspenders, elastic back waist for comfortable fit. Washable. *State size* 1, 2, 3, 4. Wt. 12 oz. 29N8578—Navy blue and white. Set \$2.98

**Two long sleeve polo shirts** with an appealing Frosty print. Knit combed cotton. 2-button shoulder opening for dressing ease. 1 yellow with brown trim, 1 white with lt. blue. Washable. *State size* 1, 2, 3, 4. Wt. for 2, 10 oz. 29N8393—Set of 2, one size. \$1.89

**Knit cotton creeper** has white top, Frosty print. 2-button shoulder, snap crotch. 2-tone cardigan, rust-proof jingle bell buttons. Washable. *State size* 6, 12, 18 mos. 29N8488—Lt. blue 29N8489—Yellow Shpg. wt. 8 oz. \$2.98

**Toddler's overall** with snap-fastened drop seat. Woven multicolor plaid denim; Sanforized—won't shrink over 1%. Non-slip adjustable suspenders. Elastic back waist. Washable. *State size* 1, 2, 3, 4. 29N8348—Wt. 9 oz. Ea. \$1.49. 2 for \$2.90

**Snap-crotch creeper** along. Woven multicolor plaid denim. Sanforized—won't shrink over 1%. Elastic back waist, nonslip suspenders. Washable. *State size* 6, 12, 18 mos. Shpg. wt. each 8 oz. 29N8407—Ea. \$1.29 Save, buy 2 for \$2.52

**Woven plaid denim suit.** Eton jacket. Sanforized—won't shrink over 1%. Boxer shorts have elastic waist, 1 pocket. Washable. *State size* 1, 2, 3, 4, 5, 6, 6x. Chart page 206. Wt. 10 oz. 29N8347... \$2.29

### Cotton Knits

**Washfast 3 for \$2.98** stripes, 1 red, 1 med. blue, 1 yellow. 2-button shoulder. Long sleeves. Mercerized Durene\* combed cotton. *State size* 1, 2, 3, 4. Wt. 12 oz. 29N6852—Box of 3, 1 size \$2.98

**Matched set \$2.59** has striped polo, anklets, solid longie. Mercerized Durene\* combed cotton. Washable. *State size* 1, 2, 3, 4. Boxed. Wt. 11 oz. 29N6796—Navy blue 29N6797—Yellow... \$2.59 \*Reg. U. S. Pat. Off.

Order size	6 mos.	12 mos.	18 mos.	1	2	3	4
If height is...	24½-26½	27-29	29½-31½	29½-31	31½-34	34½-37	37½-40 in.
If chest is...	18	19	20	20	21	22	23 in.
If weight is...	up to 18	18½-22	22½-26	22½-25	25½-29	29½-34	34½-38 lbs.





## Western Togs

SIZES 1 to 4

**Roy Rogers**  
COWBOY  
CLOTHES

A sure way to  
please young fry!

**\$4.98**

Authentic, Texas-made Western suit. Colorful embroidered cotton broadcloth shirt. Cotton covert pants with zipper fly front, elastic back waist, belted front. Embroidery down the legs. Washable. Sanforized—won't shrink over 1%. Boxed. State size 2, 3, 4. 29N8582—2-tone green. 29N8583—Red, lt. blue. Wt. 1 lb. 8 oz. Suit \$4.98

**2 for \$2.59**

Bright Dan River Wrinkl-Shed® cotton shirts to team with Western togs. Short sleeves, convertible collar. 2 different multicolor plaids in each gift box. Washable. State size 1, 2, 3, 4. Wt. box, 10 oz. 29N6539—Box of 2, one size, for \$2.59 \*Reg. U. S. Pat. Off.

**2 for \$1.69**

Knit cotton polo shirts with his hero, Roy Rogers, pictured on front. Long sleeves, 2-button shoulder. 1 yellow, 1 white in each beautiful cellophane package. Washable. State size 1, 2, 3, 4. Shpg. wt. pkg. 6 oz. 29N8589—Pkg. of 2, one size. \$1.69

**\$1.98**

8-oz. navy blue denim jeans; Roy Rogers insignia. Double knees for extra wear. Zipper fly front, detachable suspenders, yoke back. Wash separately. Sanforized—won't shrink over 1%. State size 2, 3, 4. 29N8588—Shpg. wt. 10 oz. Ea. \$1.98

**\$3.98**

Practical, long wearing Roy Rogers outfit of tough 7-oz. faded blue denim. All duded up with fancy cowboy embroidery. Real Western style snap-front jacket. Boxer longies with elastic waist. Washable—right with the rest of your laundry. State size 2, 3, 4. Shpg. wt. 1 lb. 29N8584—Set. \$3.98

**\$3.98**

Rip-roarin' Roy Rogers outfit, complete with holster, plastic gun, lariat, kerchief. Red and blue Sanforized cotton twill vest and pants. Snap fly, elastic back waist. Gold colored metal stars and fancy embroidery trim. Washable. (Shirt not included.) In a special Roy Rogers box. State size 1, 2, 3, 4. Shipping weight 1 lb. 2 oz. 29N6994—Set. \$3.98

**\$5.60**

Super-exciting 12-pc. Roy Rogers outfit! Brown and tan heavy cotton twill embroidered vest and pants. Elastic back waist, snap fly. Snap-front cotton gingham shirt. Washable. Sanforized—won't shrink over 1%. 2 simulated leather holsters and belt, 2 plastic clicker guns, lariat, sheriff's badge, kerchief and slide. Roy Rogers box. State size 2, 3, 4. 29N8586—Wt. 1 lb. 3 oz. \$5.60



### Pair-up Plaid Lined Denims for Perky Presents

Rugged navy blue denims . . . warmly lined with multicolor plaid cotton flannel. Metal riveted, bar tacked at strain points. Sanforized—won't shrink over 1%. Shirt and all-plaid linings match.

**Tykes' plaid lined Western jacket. \$1.98**

7-oz. denim. Snap fasteners. Wash separately. State size 6, 12, 18 months. 29N6624M—Wt. 7 oz. \$1.98

**Lined snap-crotch jean. \$1.79 ea.**

7-oz. denim. Adjustable suspenders, elastic back waist. Wash separately. State size 6, 12, 18 months. 29N6649M—Shpg. wt. ea. 9 oz. Ea. \$1.79; 2 for \$3.50

**Boys' plaid-lined 8-oz. denim jeans \$2.39 ea.**

Detachable suspenders, zipper fly. Yoke back. Wash separately. State size 1, 2, 3, 4. Wt. ea. 13 oz. 29N6845M. . . . Each \$2.39 Save! . . . buy 2 for only 4.70

**Matching multi-color plaid shirt. \$1.49 ea.**

Heavy weight cotton flannel. Washable. State size 1, 2, 3, 4, 5, 6, 6x. Wt. ea. 7 oz. 29N6500 -Ea. \$1.49; 2, \$2.90

**Plaid lined 8-oz. denim jacket. \$2.49**

Western style with back pleats. Heavy duty snap fasteners. Wash separately. State size 1, 2, 3, 4. 29N6835M—Wt. 12 oz. \$2.49

**Plaid lined 7-oz. denim longie. \$1.79 ea.**

Elastic waist, fly front. Wash separately. State size 1, 2, 3, 4. 29N6843M—Shpg. wt. 12 oz. Each \$1.79; 2 for \$3.50

### Honeysuckle Denim Blue Jeans

Styled the way kiddies like them in real western fashion. Tapered legs, big turn-up cuffs. Specification-made of durable navy blue denim. All grippers, no buttons used. Double stitched seams, reinforced with metal rivets and bar tacking. Sanforized—won't shrink over 1%. Wash separately.

**A Boys' jean of 8-oz. denim.** Zipper fly, yoke style back. Snap-on detachable suspenders with adjustable buckles. Belt loops. State size 1, 2, 3, 4. Wt. each 10 oz. 29N6818. . . . Each \$1.52 Save! . . . buy 3 for 4.47

**B Boxerlongie of 7-oz. denim.** Fly front, shirred elastic waist. State size 1, 2, 3, 4. Shpg. wt. each 6 oz. 29N6820. . . . Each \$1.12 Save! . . . buy 3 for 3.27

**C Girls' jean of 8-oz. denim.** Snap-on detachable suspenders with adjustable buckles. Zipper placket. State size 1, 2, 3, 4. 29N6819—Wt. ea. 10 oz. Each \$1.52. . . . 3 for \$4.47



**\$1.52**  
Each

**\$1.12**  
Each

**\$1.52**  
Each

### Shirt Companions

**D Knit cotton sweatshirt. 98c ea.**

Fleeced inside. Bright cowboy print. Washable. State size 2, 3, 4. Wt. ea. 6 oz. 29N6513—Medium blue. 29N6514—White. Each 98c; 3 for only \$2.85

**E Washfast multicolor 98c ea.**

plaid shirt. Sanforized—won't shrink over 1%. Yoke back. State size 1, 2, 3, 4. Shpg. wt. each 6 oz. 29N6508—Ea. 98c; 3 for \$2.85



Tykes' Sizes 6 to 18 months

Tots' Sizes 1 to 4

## Gay "Frosty" Corduroys . . gift boxed!

**A** 2-pc. Set. Pinwale corduroy. Lined jacket. Bib front creepalong; non-slip suspenders, built-up back, snap crotch. Wash separately. State size 6, 12, 18 mos. Shpg. wt. 1 lb. 1 oz. 29N6694-Med. blue \$4.98 29N6695-Red. . . . 4.98

**B** Creepalong of pinwale corduroy with "Frosty" padded knees. Built-up back, pleats; non-slip suspenders. Snap crotch. Wash separately. State size 6, 12, 18 mos. Shpg. wt. 10 oz. 29N6696-Red. . . . \$2.49 29N6697-Med. blue 2.49

\$4.98

\$2.49

HOLIDAY-BRIGHT  
**Corduroys**  
FOR LITTLE ONES

**C** Sport Shirt \$2.69

**D** Boys' Suit \$4.39

**E** Girls' Suit \$3.98

**F** Overall \$2.59

\$1.98

\$4.39

\$2.49

"Crawler" of extra fine pinwale corduroy. Snap crotch. Non-slip suspenders. Wash separately. State size 6, 12, 18 mos. Shpg. wt. ea. 8 oz. 29N6621-Red 29N6620-Med. blue. Ea. \$1.98 2 for only 3.88

2-piece Set. Pinwale corduroy, multicolor plaid. Double breasted jacket, cotton sateen lined. Creepalong has snap crotch, non-slip suspenders, elastic waist back. Wash separately. State size 6, 12, 18 mos. Wt. 12 oz. 29 N 8423. Set \$4.39

Our Best "Crawler." Fine pinwale corduroy. Non-slip suspenders. Convenient snap crotch. Wash separately. State size 6, 12, 18 months. Shpg. wt. ea. 8 oz. 29 N 8436-Lt. green 29 N 8437-Yellow 29 N 8438-Med. blue Ea. \$2.49; 2 for \$4.88

2-pc. Set \$4.98  
Jacket \$2.98

**H** Zip-front Overall \$2.94

**J** Drop-seat Overall \$2.29

**K** Dress Slacks \$2.79

## NEW Gift Idea! Practical! Cute! Matching Creepalong and Toy

Creepalong and toy dog \$2.98

Creepalong with Toy Dog. Sure to please both mother and baby. Creepalong of sturdy, sanforized cotton 8-oz. gabardine that won't shrink over 1%. Bib style with non-slip suspenders, elastic waist for snug fit. Snap crotch for quick changes.

The creepalongs are made of our best quality cotton that takes plenty of hard wear and washings.

Tots will love the "pal" dog of stuffed, washable plastic. Embroidered padded knees on creepalong match doggy, too! Both come in gift box. Washable. State size 6, 12, 18 months. Shipping weight 1 pound 2 ounces.

29 N 6698-Medium blue 29 N 6699-Yellow. \$2.98  
Size chart on page 208

**C** Corduroy Sport Shirt. Just like Dad's! Warm for winter wear, easy to wash, needs little or no ironing. Wash separately. State size 2, 3, 4. 29 N 8565-Kelly green 29 N 8566-Yellow 29 N 8567-Wine. Shpg. wt. 8 oz. . . . Each \$2.69

**D** Boys' 2-pc. Elton Suit. Multicolor plaid corduroy. Matches girl's suit (E). Please both sister and brother, give them look-alike outfits. Jacket has 2 patch pockets. Longies have elastic waist, 2 pockets. Wash separately. State size 1, 2, 3, 4. 29 N 8529M-Shipping wt. 12 oz. 2-pc. suit \$4.39

Classic White Cotton Broadcloth Shirt shown with suit above. Short sleeves. Washable. Sanforized—fabric won't shrink over 1%. State size 2, 3, 4. 29 N 6525-Shpg. wt. ea. 5 oz. Ea. 98¢ 3 for \$2.85

**E** Girls' 2-pc. Suit. Multicolor plaid corduroy. Pair it with boy's suit (D) for the cutest sister-brother team in town. Pleated skirt has elastic waist inserts for better fit. Detachable suspenders. Wash separately. State size 1, 2, 3, 4. 29 N 8528M-Shipping weight 11 ounces. \$3.98

**F** Corduroy Pinafare Overall. Detachable top—can be worn as separate longie. Elastic waist. Washable. State size 1, 2, 3, 4. 29 N 8516-Aqua (blue-green). Shpg. wt. each 9 oz. 29 N 8517-Shrimp pink. Each \$2.59; 2 for \$5.08

**G** Corduroy Overall, Jacket Set. Zip jacket, cotton kasha lined. Embroidered. Overall has elastic back waist. Washable. Statesize 1, 2, 3, 4. 2-pc. Set. Wt. 1 lb. 29N8512-Aqua blue-green 29N8510-Bright red 29N8511-Med. blue \$4.98

Jacket Only. Wt. 10 oz. 29N8515-Aqua blue-green 29N8513-Bright red 29N8514-Med. blue \$2.98

**H** Zip-front Overall. Our finest quality Pinwale corduroy. Snap-closing drop seat. Non-slip suspenders, adjustable buckles. Elastic back waist. Washable. State size 1, 2, 3, 4. 29 N 8521-Med. blue 29 N 8522-Brown Shpg. wt. each 11 oz. Each \$2.94; 2 for \$5.78

**J** Drop-seat Overall. Non-slip suspenders with adjustable buckles. Bar-tacked front seam can be opened for fly front. Elastic back waist. Washable corduroy. State size 1, 2, 3, 4. 29N8519-Aqua (blue-green) 29N8520-Med. blue 29 N 8518-Red. Wt. 9 oz. Each \$2.29; 2 for \$4.48

**K** Boys' Dress Slacks. Belted in front, elastic back waist. Detachable suspenders. Zipper fly front. Washable corduroy. State size 1, 2, 3, 4. 29 N 8502-Dark green 29 N 8503-Brown Shpg. wt. 10 oz. . . . Each \$2.79; 2 for \$5.48

K 210-214 . . CHILDREN'S CORDUROY





**A 3-piece Baby Brush and Comb Set...**  
"Sealed-silver" plate trim. Resists tarnish, preserves lustrous finish. 5½-in. brush has long, soft nylon bristles. Comb has gentle plastic teeth. Matching picture frame. Shpg. wt. 10 oz.

8 N 9001—Three-piece Set.....\$4.98

8 N 9002—Two-piece Set. Brush and comb of above set. Shpg. wt. 8 oz. \$3.79

8 N 9003—Picture frame only of above set. Shpg. wt. 6 oz.....\$1.29

**B Boys' Military Brush Set with Comb.**  
Two handsome 3½-in. brushes have plastic bristle. 7-in. plastic comb. Comes nicely boxed. Shpg. wt. set 1 lb.

8 N 9489.....Set \$1.00, 2 for \$1.80

**C Dresser Set for "Younger Ladies."**  
Clear plastic handles taper gently. Four piece set includes 10-in. hand mirror; hairbrush with plastic bristles; comb; and a Trinket box. Blue and pink "Bo-Peep" design on backs.

8 N 9514—Shpg. wt. 14 oz. Set \$1.00  
Save 25c.....2 for only 1.75

**D Infant's Dresser Set for the Little Miss.**  
5-in. brush; 4¾-in. plastic comb; 4¼x3-in. mirror. Ribbon and rose design. Set comes on an attractive stand that "props" itself up. Nicely boxed. State color pink or yellow.

8 N 9005—Shpg. wt. 10 oz.....\$1.98



## Encourage neatness and cleanliness with this Penguin design Kiddie Kabinette

What a delightful way to keep children's grooming accessories orderly! White plastic wall cabinet is 6x5½x2½-in. with amusing penguin design on outside. You attach it easily to the wall with adhesive that is provided... no holes to drill, no nails to pound. Inside door are small mirror, rack with two toothbrushes... one labeled "Good Morning," one "Good Night." Plastic cup, child's comb, hair brush, nail brush. Accessories come in assorted gay colors (sorry, no choice.) Children love to have their own grooming cabinet hung on the wall near mom and dad's! Kiddie Kabinette makes gift pleasing to mother as well as for the child. It encourages cleanliness in children. Helps mothers by doing her job of getting the "little ones" to wash-up for bed.

8 N 2256—Kiddie Kabinette. Shipping weight 1 lb. 6 oz.....Only \$2.95

## Lighten Mother's work with a Useful Nursery Gift



**"Scented" Cuties.**  
Two lovable, woolly pink kittens, each 3x2¾-in. Appealingly scented. In plastic gift box. Shipping weight set 5 ounces.

8 N 9463.....Set \$1.00  
Save 25c.....3 for 2.75



**Tommee-Tippie Baby Cup.** Weighted base... can't be upset. Removable, perforated pink plastic top prevents spilling. 3½-in. Blue plastic cup.

8 N 2269—Wt. 12 oz....Each 92c  
Save 15c.....2 for only \$1.69



**Cradle Song.** Lovely yellow rayon quilted pouch holding 18-note imported Swiss musical movement. Plays "Brahm's Lullaby." Ties easily to crib. Plays softly... lulls baby.

8 N 9004—Shpg. wt. 7 oz. \$3.98



**Formula Bag with 3 separate insulated zipper compartments.** Keeps bottles and food hot or cold 4 hours. State red, navy or luggage tan. Shipping weight 1 lb. 14 oz.

8 N 9006.....\$3.95



**Chow-Scow Feeding Dish.** Fork and spoon, smoke-stack drinking tumbler, funnel for warm water. Red, blue or yellow plastic trimmed in white (no choice.)

8 N 9007—Wt. 1 lb. Each \$1.25  
Save 20c.....2 for only 2.30



**Chow-Chow Feeding Train.** Heat-resistant red and white plastic. Spoon, fork, two-section dish, and tumbler fit into engine and tender. Overall length 13½ in.

8 N 2020—Wt. 1 lb....Each 98c  
Save 16c.....2 for only \$1.80



**Tommee-Tucker All-porcelain Hot Plate.** Baby can't upset this feeding dish because of the vacuum cup on the bottom. Holds hot water to keep food warm. Two-tone pink and blue. Wt. 2 lbs. 13 oz.

8 N 2005—8-in. diam.....\$3.75



**Merry-GO-Sip Drinking Glass...** Animals under dome revolve as liquid is drawn through the flexible straw. Blue plastic glass, clear dome, pink animals.

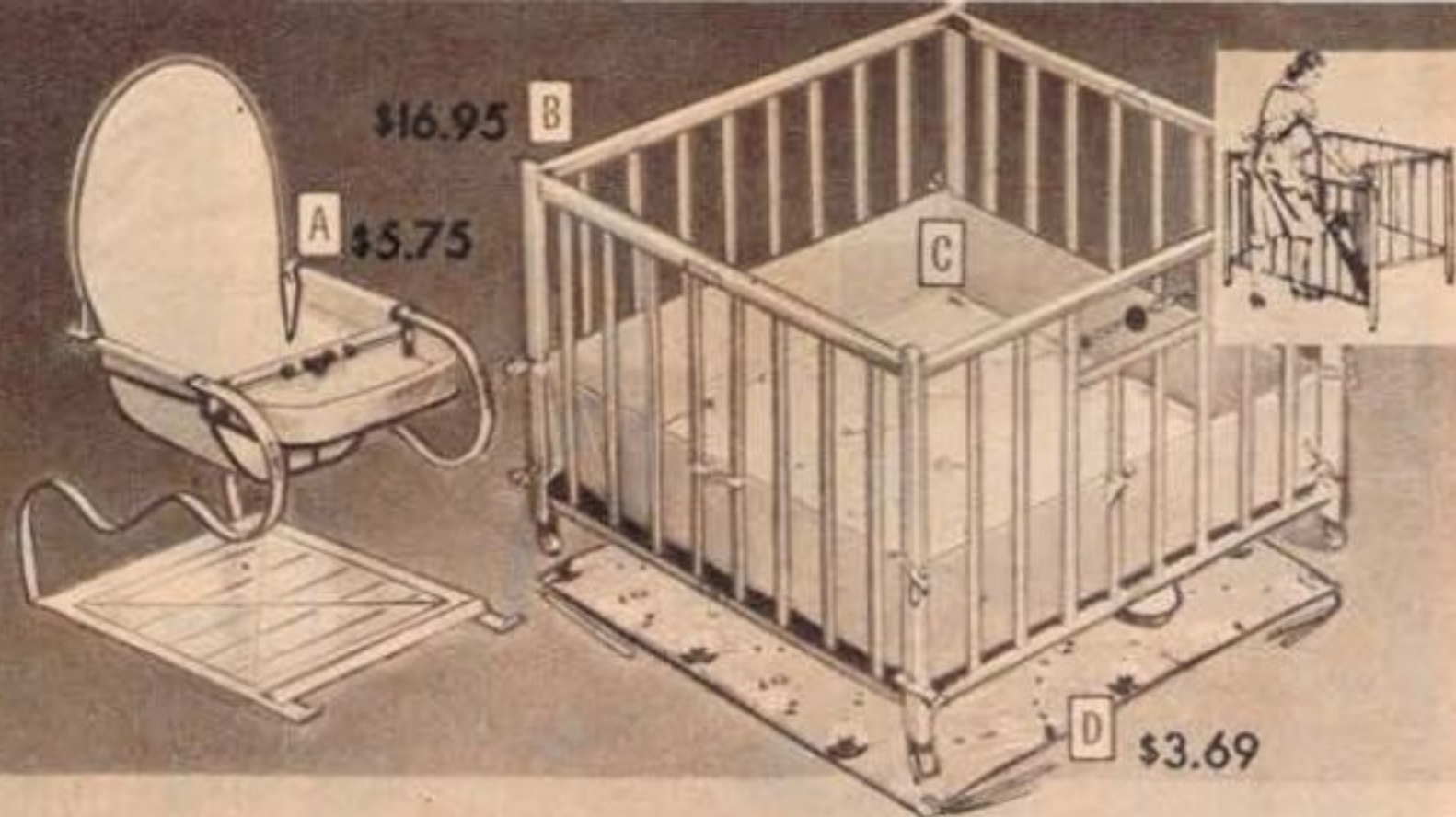
8 N 9159—Wt. 10 oz. Each 92c  
Save 15c.....2 for only \$1.69



**"Puppykin" Bottle Holder.** Adorable figure of puppy holds bottle as baby feeds. Easy-to-wash plastic fabric covering. 10½-in. long. Bottle not included. State yellow or Mint green.

8 N 2098—Shpg. wt. 12 oz. \$1.49





### 2-way Chair

**A** Play chair or auto seat. Removable cotton seat and tray have plastic-lined bottom. Steel frame. Wood beads, armrests. 24x15x26 in. high (when open). Only 6½ in. high folded. Wt. 12 lbs.

79 N 07912.....\$5.75

### NEW Play Yard, Pads

**B** Step-fold Play Yard. Just step on foot lever to fold. All hardwood honey maple finish. Measures 39x41½x22½ in. Plastic casters can't mar floors. 22 steel hinges support floor; assure smooth opening, closing. Non-toxic play beads. 79 N M7614—Freight or express. Wt. 36 lbs. \$16.95

**C** 49 N 7711—No-draft. 8-in. sides. Wt. 4 lbs. \$4.98

**D** 49 N 7710—Flat pad. Shpg. wt. 2 lbs. 12 oz. \$3.69



### Shoo-fly Rocker

Keep baby happy and safe in this sturdy constructed rocker. 28½ in. hardwood runners, tubular chrome bracing. About 12 in. across. Seat about 7 in. high. Easy assembly; screws incl. Shpg. wt. 8 lbs.

79 N 07522.....\$6.98

### "Me-Drive" Seat

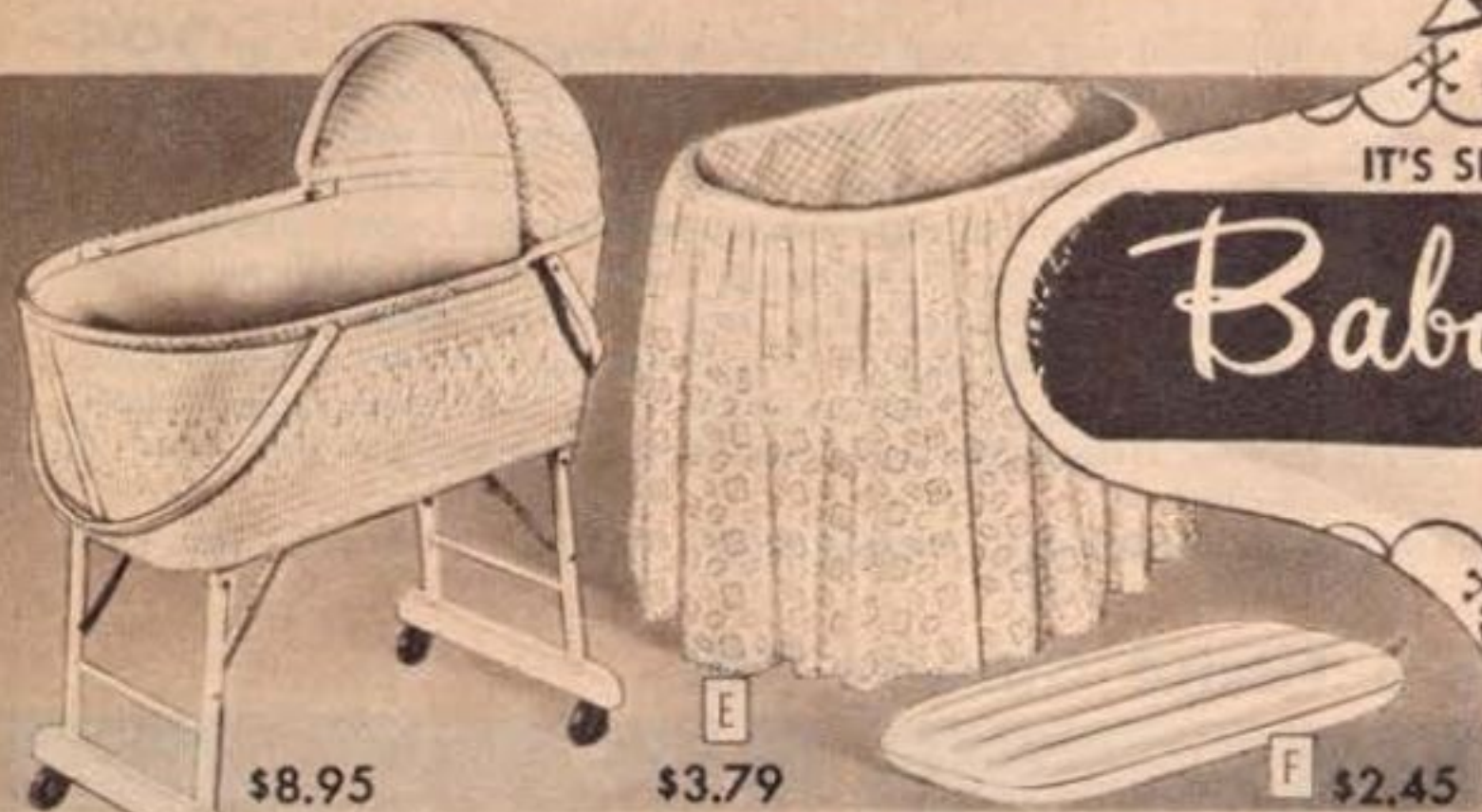
Popular Up-Or-Down seat plus ivory colored flexible plastic steering wheel with horn and gearshift. Plastic seat folds down and guard arm forms car pen. Also, use as high chair. Shipping weight 9 pounds.

49 N 7904.....\$5.98

### Nursery Stool

Wood Nursery Stool has steady, no-tip base for your toddler's safety. Helps youngsters reach wash basin, etc. Smooth varnish finish, gaily decorated. Very easy to set up. 12½x6½x6½ in. high overall. Screws incl.

49 N 7901 Wt. 3 lbs. 3 oz. \$2.28



IT'S SEARS FOR

**Baby Needs**

### De Luxe Baby Basket

Loom woven fiber with sheet fiber lining; reinforced bottom. Stands on braced hardwood legs with 2-inch rubber casters 16 inches apart. Legs fold flat. Two carrying handles. Hood adjusts quickly with wing nuts. Basket about 33x18x11½ inches deep. Enameled white; state pink or blue trim.

79 N 07801L—Shpg. wt. 12 lbs. \$8.95

### Vinyl Liner, Pad

**E** Quilted plastic Basket Liner. Full lace-effect skirt. Looks like fine eyelet fabric. Drapes to floor. Wipes clean with damp cloth. State color choice pink, blue or maize.

49 N 7760—Shpg. wt. 2 lbs. \$3.79

**F** Inflatable basket pad. Inflates by mouth. No stitches or stuffing. State pink, blue or maize (yellow).

49 N 7750—Shpg. wt. 1 lb. 2 oz. \$2.45



### Walker-Strollers . . practical Christmas gifts

**G** Our Best Folding Walker Stroller. Handle and footrest fold for conversion. Bearings never need oil. 5½ in. wheels, 1-in. tires. High back. Convenient bag for carrying groceries. Play tray. Handle height 37 inches.

79 N 08407—Shpg. wt. 15 lbs. \$13.19

**H** NEW! Handle and footpan fold easily without removal. Steel frame. Play tray with non-toxic beads. Rubber-covered front, rear bumpers. Package holder. 5½ in. disc wheels, 1-in. solid rubber tires. Enameled maroon.

79 N 08402—Shpg. wt. 20 lbs. \$9.25



### Sturdy Rider Toys for Active Toddlers

**J** Happi-Time "Spotty" Rocker. Only 4 inches from floor . . . so low a creeping baby can get off and on without help. Wood seat has back support. 16½ inches long, 6½ inches wide. Jingle bell adds to baby's amusement. Sturdy construction throughout. Ideal for tots. Shipped partly assembled.

49 N 7511—Shpg. wt. 3 lbs. \$2.25

**K** Tot's Wheel Horse. Durable wood frame. Four easy-rolling 5½ in. wheels. Jingle bells in wheels and on reins. Gay colorful circus design all over. Height overall about 16½ in. Realistic horse head, doweled hand grips. Durable construction. Seat about 6½ in. wide. Mailable; very easy to assemble.

49 N 7514—Shpg. wt. 4 lbs. \$2.79

216 . . SEARS, ROEBUCK AND CO. K



### Roy Rogers Plastic Inflatable "TRIGGER"

Plenty of rough, tough play value . . . an ideal inexpensive hobbyhorse for children. At home anywhere, indoors or out. Excellent as a beach toy or indoors as a television stool. Smooth vinyl plastic wipes clean with damp cloth. Easy to inflate. "TRIGGER" has palomino color. Horse squeaks when head is squeezed. Body 21x12x23 in. high.

49 N 7505—Shipping weight 1 pound 3 ounces. \$1.79





### Happi-Time white Rocking Horse . . molded contour

Just like a horse from a fairy tale, and his gentle rocking motion is pure bliss to little folks. Comfortable molded saddle. Fully molded "merry-go-round" horse contour body and head. Smooth de luxe finish. Baked-on enamel wipes clean with damp cloth. Red hardwood rockers; blue dowel hand grips. Stationary footrest. Saddle about 12 $\frac{3}{4}$  in. from ground. About 22 $\frac{1}{2}$ x8 $\frac{1}{2}$ x22 $\frac{1}{4}$  inches high overall to top of head. The most popular steed in Toytown.

79 N 07524L—Easy to complete partial assembly. Shipping weight 7 lbs. . . . . \$5.79



Flip it over, it's a playtable



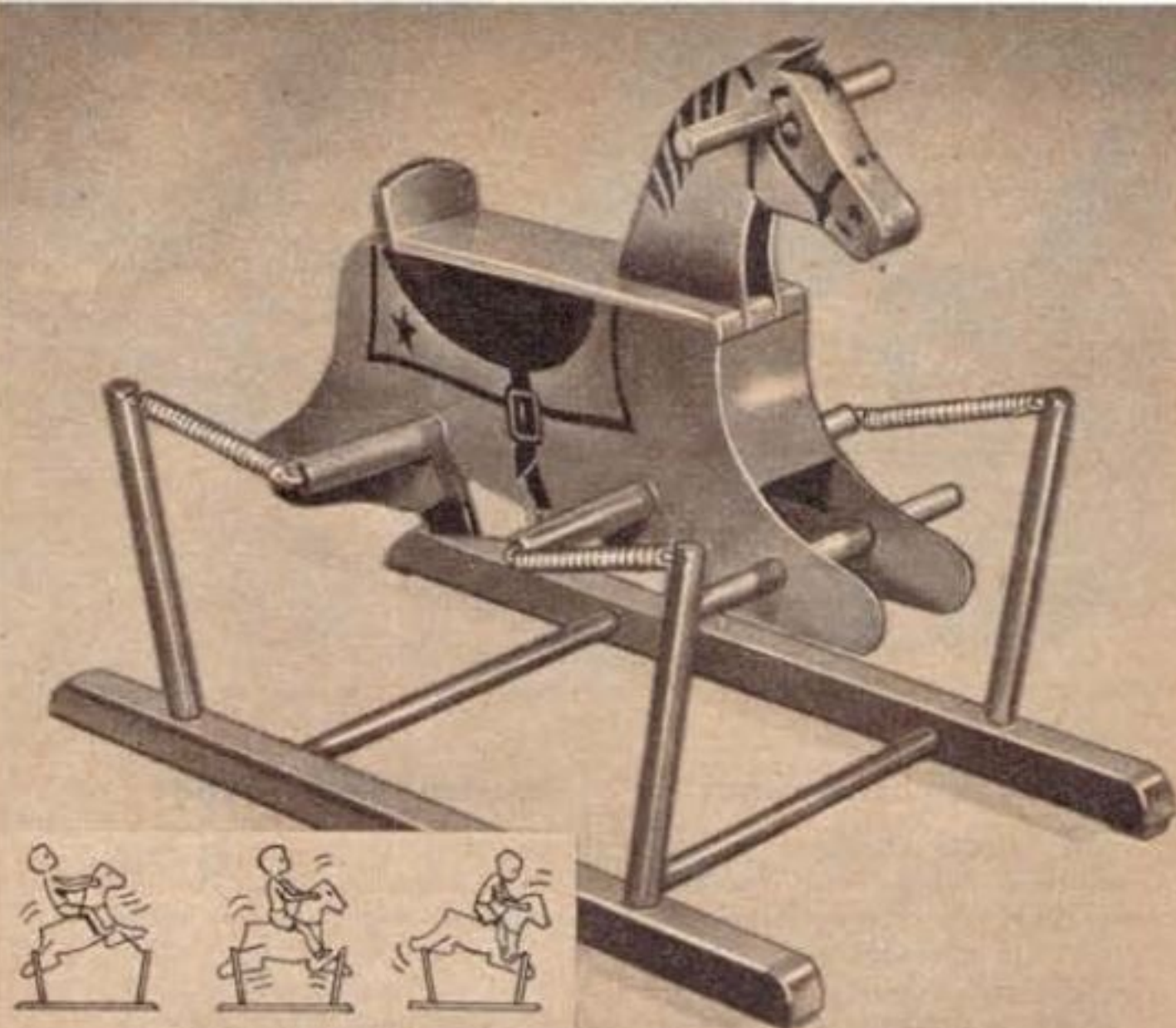
Flip it back, a gentle rocker



### 2-way Shoo-fly . . a Rocker or Playtable

Turn the rocker over . . it's a play table.  $\frac{1}{4}$ -in. plywood sides are high for extra safety. Roomy enough for small "wiggles" . . 12 in. wide, 28 inches long. Gently curved bottom to give young folks mild, gentle rides. All edges are smoothly rounded . . no sharp corners. Seat, tray and footrest are  $\frac{5}{8}$ -inch wood. Wider tray on play table side. Rocker is about 16 $\frac{1}{2}$  inches high. Gaily decorated in red, green, blue, yellow and white. Easy to assemble.

79 N 07517—Shipping weight 6 pounds . . . . . \$5.95

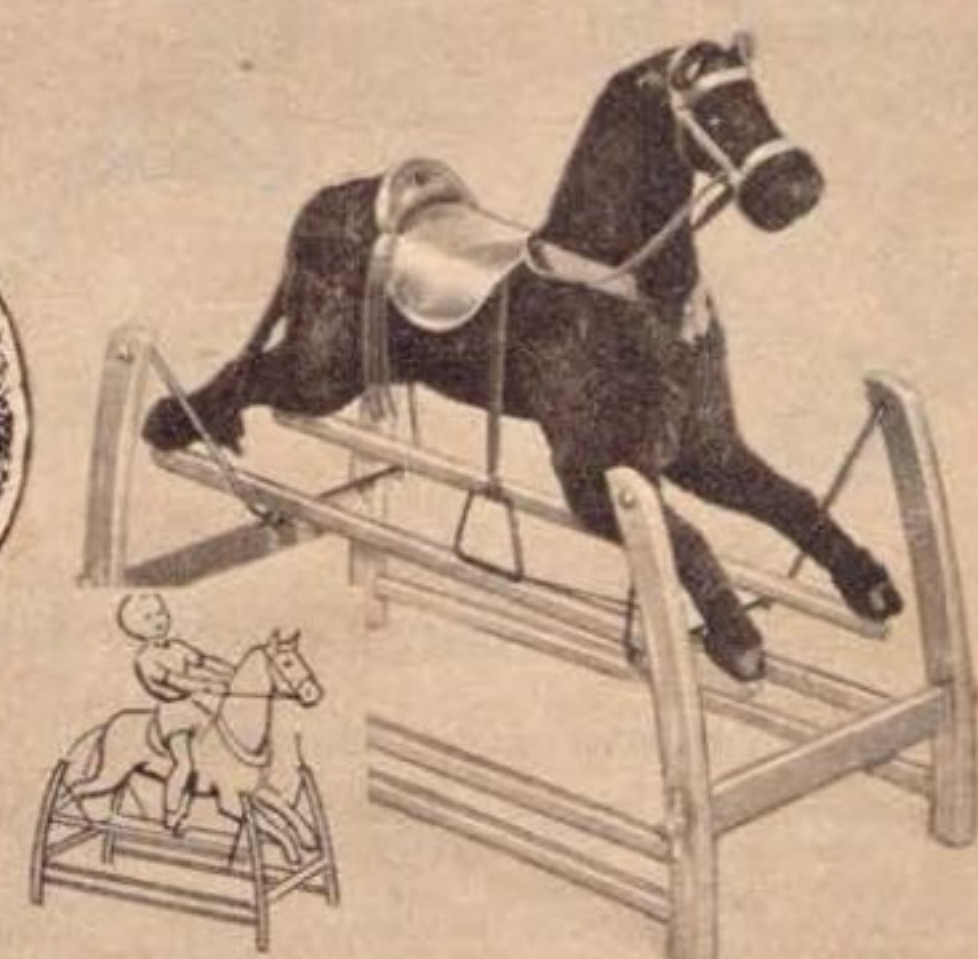


### WONDER HORSE . . magic spring action All the bounce of a real horseback ride

Here's something really different in hobbyhorse construction . . the WONDER horse. Fastened to his 19-inch base by strong steel springs, he gives all the bouncing action of a real ride on horseback. Youngsters love the thrill of mounting this colorful horse and "galloping along" with grace and rhythm. Sturdily constructed of durable hardwood, finished in bright, flashy enamel (red and black). Painted saddle and features, rounded seat for comfort. Horse suspended from frame by four springs. No sharp edges. Overall height about 30 inches. Easy to assemble; instructions included. Freight or express.

\$15.45

79 N M7515—Shipping weight 25 pounds . . . . . \$15.45



### BIG Plush-covered Swinging Horse

Lucky the youngster who "corrals" this thoroughbred for a ride on Christmas morning. He's a real western-style bronc with flowing mane and tail . . and a mischievous glint in his eye. Young riders will have no trouble taming him, though; and he likes a tough workout. Carved wood body covered with rich black rayon plush, padded saddle, red bridle, reins, stirrups. Leather ears, bright glass eyes. Swings freely on steel rod hangers mounted on sturdy wood frame. Base of frame 38x17 in. 25 in. to top of saddle, 35 in. to top of head. Freight or express.

\$24.89

79 N M7509—Easy to set up. Shipping weight 40 pounds . . . . . \$24.89

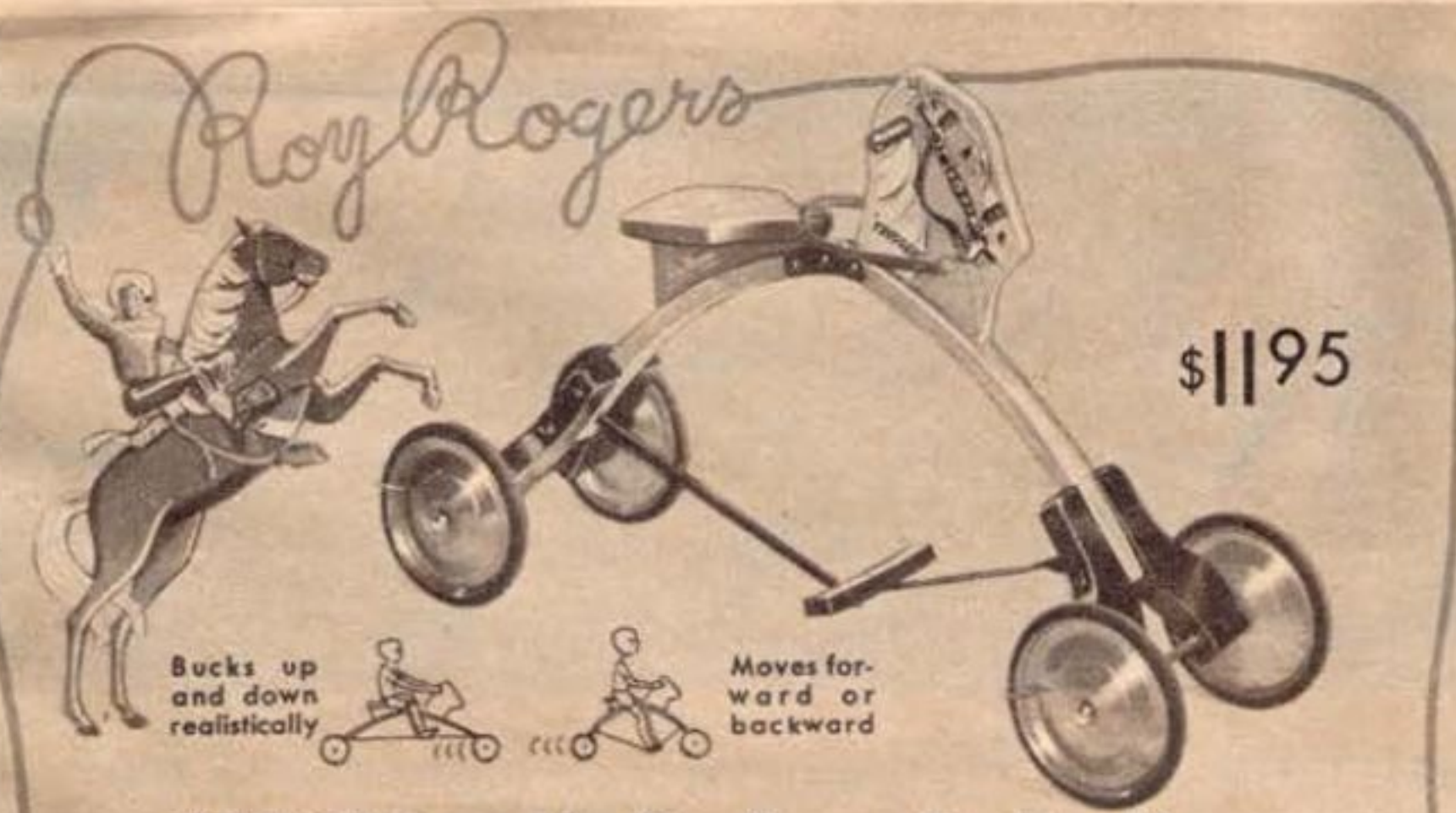
### Bouncy Pony Spring steel body

Fun to ride . . . . \$5.69 helps develop young muscles. Heat-treated flexible steel body. Shaped wood seat. May be used indoors as well as outdoors . . will not injure floors. Adjustable steel footrests for various leg lengths. Wood horse's head at front of seat, with two doweled wood hand grips. Enameled in bright colors. Sturdy wooden stands. 18x16-in. base; overall height about 22 in. Easy to assemble, screws included.



A safe, fun-filled playmate for children 2-5.

79 N 07518—Wt. 9 lbs. \$5.69



\$11.95

### NEW! Trigger, the Roy Rogers Bucking Horse

Western thrills for hard-playing young boys and girls. Trigger bucks, goes forward or backward. Child can quickly change from one motion to another by moving lever on wheels . . . easy to reach. All hardwood construction. Adjustable leather reins. Authentic Trigger head. 12-inch axle; 7 $\frac{3}{4}$ -inch wheels, solid rubber tires. Roy Rogers scene on seat. Length 40 inches. Height 16 inches.

79 N 07507L—Easy to assemble. Shipping weight 11 pounds . . . . . \$11.95





### Poochie in Kennel

Soft rubber doggie squeaks when you squeeze him. Kennel of wood, heavy pressed cardboard. Metal chain fixed to kennel—is removable from dog's neck. Dog is 5½ inches high, kennel is 8 inches high. Base 5½x6 inches. 49 N 4476—Wt. 1 lb. 8 oz. \$1.42



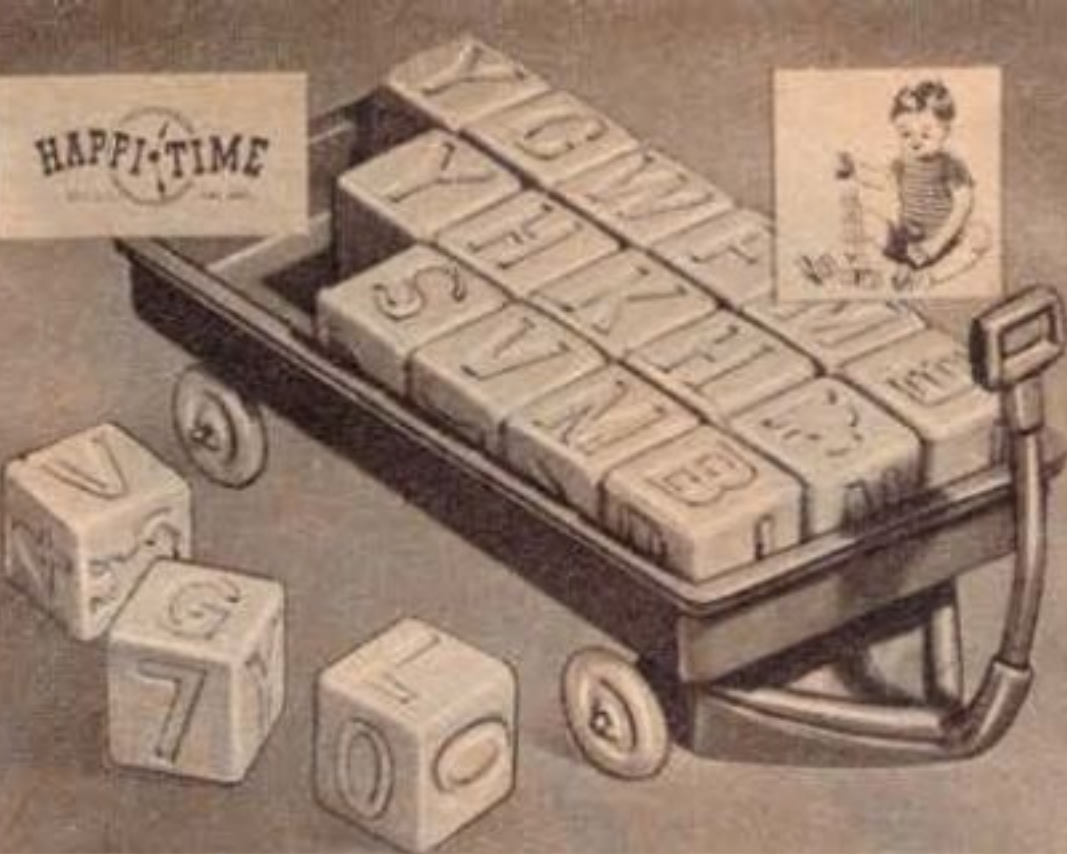
### Musical Jack-in-Box

Plays "Pop Goes the Weasel" when cranked. When least expected, up jumps Mr. Jolly Tune, the clown. Plastic head, cotton polka dot suit, hat. Heavy cardboard box, metal reinforced, lithographed fairy tale illustrations. Box 5½x5½x5½ in. 49 N 4567—Wt. 1 lb. 10 oz. \$1.79



### Musical Merry-Go-Round

Music, color, action. Small replica of real merry-go-round. Children will love it... turn the handle, music plays; platform with six colored plastic animals revolves. Brightly lithographed metal with exciting carnival pictures. About 7¼x7¼x7 inches. 49 N 5722—Shpg. wt. 1 lb. 8 oz. \$1.79



### All-rubber Blocks and Wagon Set

Molded rubber wagon... 18 sponge rubber blocks. Safe, no sharp edges to harm baby or furniture. Easy to clean with soap and water. Watch baby's eyes sparkle when he sees the wagon load of pastel-colored, alphabet picture blocks. Blocks are 1¼ inches square. Front wagon wheels swivel for easy steering. Wagon is 12¼ inches long to tip of handle. Order yours today! 49 N 4493—Shipping weight 2 pounds. \$1.98



## Inexpensive Toys for Tiny Tots... They Shake, Jingle, Rattle

### Suction Rattle

All plastic rattle does somersaults. 89c  
Legs are plastic balls on elastic nylon cord. Suction cup attaches to any smooth surface... hit it and it snaps back with a rattle sound for baby's entertainment. 6¾ in. high. Shipping weight 8 oz. 49 N 4545... 89c

### "Liz and Diz"

Action-packed all plastic "Liz" has face on radiator. 1.09  
Wheels wobble and pistons go up and down, bell rings as you pull cord. Roly-poly "Diz" is 4¾ in. high, is removable; also floats and rattles. Car 6¾ in. long. Shpg. wt. 12 oz. 49 N 5454... \$1.09

### Plastic Fish

Transparent fish is partly filled with water. Two aquatic toys float around inside him, amuse baby at bath-time. Impish face on fish is sure to delight any youngster. Fish is about 4¾ inches long. Shipping weight 6 oz. 49 N 4421... 69c

### Cuddly Dolly

Soft doll rattles when baby shakes her. Cotton-stuffed body is covered with cotton-back rayon plush... feels so warm and nice to snuggle. Doll has composition head, is 11½ inches long. Order now for Christmas. Shpg. wt. 14 oz. 49 N 3546... \$1.49

### Roly-poly Clown

Can't keep this jolly fellow down. Baby may knock him down, but he'll bob up every time. He's molded plastic with a brightly colored finish... holds baby's attention for hours. 7½ inches high. Shipping wt. 1 lb. 49 N 4490... 89c

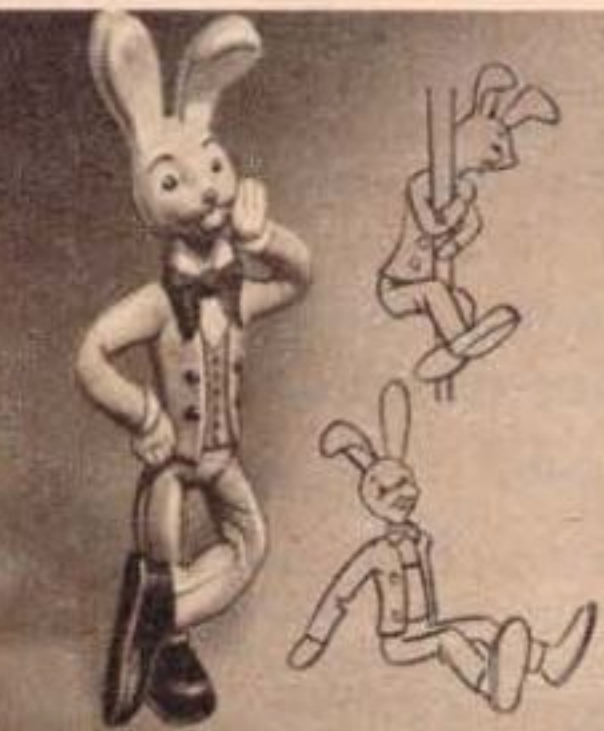
### New! Play Pony

Horsie's head is covered with plastic material with gaily colored details. Cotton stuffed. Bell. Reins to control horsie, plastic-covered spring. Wood clamp attaches to play-pen, chair, etc. 12½ in. long overall. Shpg. wt. 14 oz. 49 N 4464... \$2.85



### New Jack-in-Box

Press button, out pops squealing clown with bell ting-a-linging. Jack wears new plastic material suit. Plastic box with nursery decal. Box 3¾ inches high closed. 49 N 4470—Shpg. wt. 10 oz. 84c



### New! Bendy Bunny

Concealed wire frame, foam rubber body. 1.99  
The most versatile toy we've seen. Bend this impish bunny into 1001 different positions. Gaily decorated. 16 in. tall. 49 N 4485—Wt. 10 oz. \$1.99



### Gurgling Gertie

Dunk her head in water, squeeze her soft vinyl plastic body, and listen to her "duck talk." Lots of fun for little tots. Rainbow colors on white. 7 inches long. 49 N 5070—Shpg. wt. 10 oz. 89c



### Tots' Plastic Set

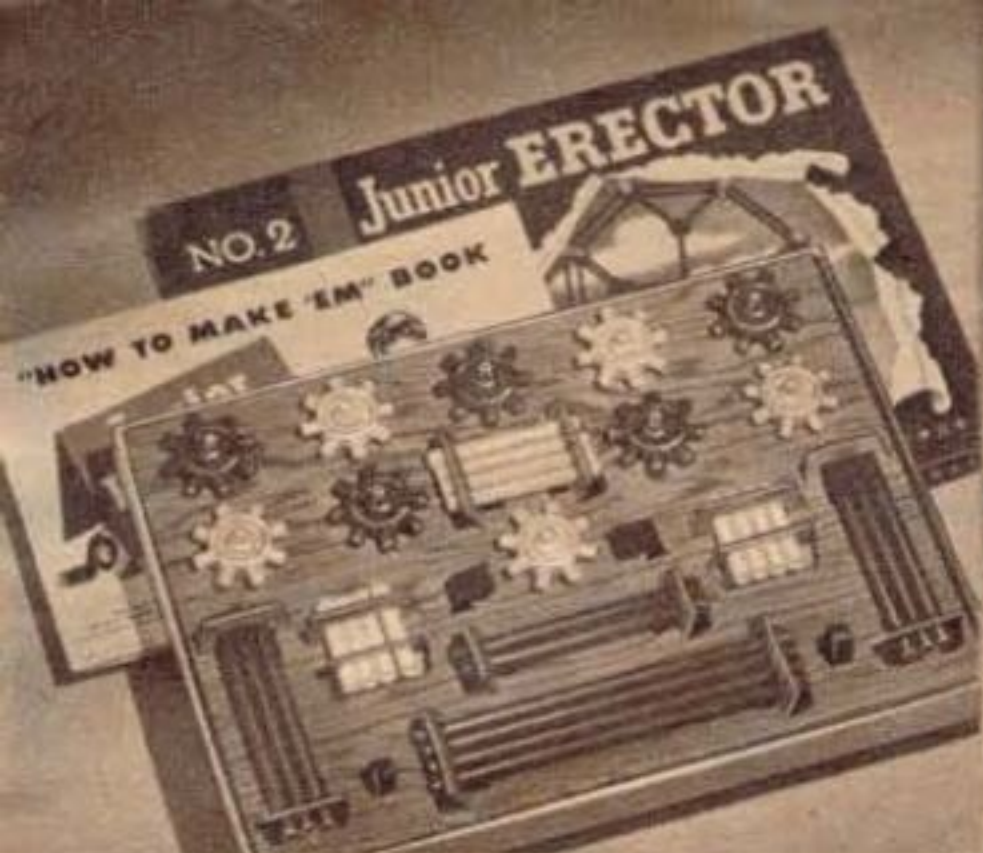
Four pastel-colored plastic pieces... easy to clean. Barrel bank 3¾ in. high, slot in top. 4-in. lamb rattles when rocked. Two fish rattles, one with teether tail. 49 N 4561—Shpg. wt. 12 oz. 89c



### Useful Toys for Tots

A Soap Marine floats, holds bar of soap. 75c  
Plastic. 10 in. long. Wt. 12 oz. 49 N 4456—Assorted colors... 75c  
B Plastic cup "meows" when lifted. Remove top to clean. 49 N 4557—5 in. high. Wt. 8 oz. 89c





### Junior Erector Set

Educational—for small fry 2-6. It's easy to build ladders, swings, tables, airplanes, many other small models with this set. Non-sagging, colorful plastic parts fit together easily. Complete with tubes, connectors, bearings and locks. Instructions included. Colorful box 13½x9¾x1¼ inches. *Postpaid*. 49 N 2003—(Shpg. wt. 14 oz.).....\$1.95

**\$1.95**

### Carpet Sweeper

Musical carpet sweeper plays "Whistle While You Work" ... actually sweeps, is lots of fun. Metal sweeper has rubber bumper and wheel tread. 8x3-in. base. Shpg. wt. 3 lbs. 49 N 1326.....\$1.82

**\$1.82**

### Musical Blocks

5 musical nesting blocks. 4 blocks revolve as Swiss music box plays in largest block. Pyramid. 26½ in. high. Shipping weight 1 pound 8 oz. 49 N 4825.....\$2.72

**\$2.72**



### Happi-Time Vinyl Plastic Bricks

- Build houses, garages, forts, castles, etc.
- New interlocking bricks look like real ones.
- Won't scratch or mar furniture ... washable.

**\$2.82**

240-brick set

Lots of fun for youngsters. Included are cardboard doors, windows and roofs for realistic looking buildings. Brick sizes: ½ in., 1 in., 1¾ in., 2½ in. Also has rubber 4-in. wheelbarrow and 5½-in. truck. Instructions for buildings are included.

49 N 4875—240-brick Set. Shipping weight 1 lb. 14 oz.....\$2.82

49 N 4866—Same as above except has 160 bricks; wheelbarrow and truck not included. Shipping weight 1 lb. 2 oz.....\$1.82



### Metal Play Table . . Mallet and Pegs For pre-school toddlers who like to pound

With this table, youngsters can pound and hammer to their heart's content without damage to the furniture. Sturdy tubular steel understructure. Masonite Presdwood peg board. Finished in red and white enamel. Pegs and mallet, nailing board, assorted wood pieces, nails included. Table about 12x16x2¼ in. Stands 19 in. high, is about 25 in. long. Comfortable saddle-type seat.

79 N 01947—Shipping weight 7 pounds. Instructions for easy assembly included.....\$3.19

ONLY  
**\$3.19**

Form all sorts of figures  
by nailing bright wooden  
pieces to composition board



### New! De Luxe Peg Kit

Hard wood chest with metal carrying handle. 92¢  
Has sliding blackboard on one side, punched-out peg board on other. Close blackboard to make storage space for 3 pieces of chalk, eraser, package of colorful enameled pegs, wood mallet included. Overall size 12½x9½x1½ in.

49 N 1959—Shpg. wt. 2 lbs. 5 oz. 92¢

### Duffle Bag of Blocks

Fifty scientifically designed blocks and pegs are lots of fun for youngsters; educational, too. Natural color polished maple ... assorted shapes and sizes that boys and girls love to build with. A king-size assortment in handy duffle bag to make storing easy. Order for your little "builder."

49 N 4890—Shpg. wt. 4 lbs. 6 oz. \$2.81

Was \$3.15  
**\$2.81**



### Drop-a-Block 'Phone

For those "personal" calls. Brightly colored wood blocks fit in shaped holes at top of coin box. Release lets blocks drop into return slot. Dial turns, bell tingles. Selected hardwood and Masonite. 9½x5½x4½ in. 49 N 4889—Shpg. wt. 2 lbs.....\$2.71

**\$2.71**



### Pyramid Blocks

5 colorful plastic blocks; soft, unbreakable. Washable. Nest into each other. Pyramid 14 in. high. Wt. 1 lb. 4 oz. 49 N 4847.....89¢

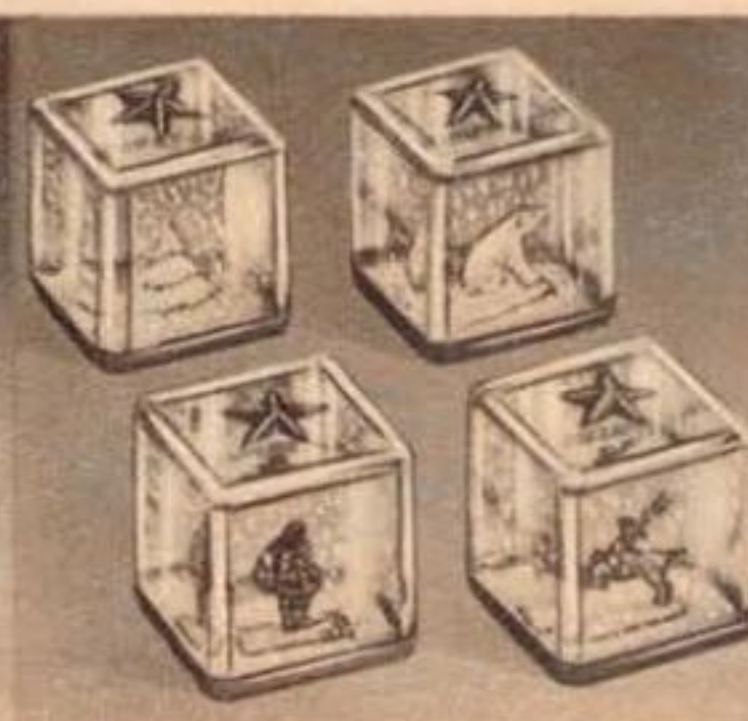
**89¢**



### Colorful Beads

Bead assortment makes bracelets, necklaces. Plastic, metal container 7½ in. diam. loaded with asstd. sizes and colors of wood beads. 49 N 4857—Wt. 1 lb. 2 oz. 89¢

**89¢**



### Snow Scene Blocks

Clear plastic with snow scenes inside. Shake blocks, snow falls to make realistic winter scene. Purified water, plastic flakes. Brilliant colors, smooth rounded corners. 4 blocks per set, blocks 2 in. sq. 49 N 4848—Shpg. wt. 1 lb. 12 oz. \$1.21

**\$1.21**



### Whirl-a-Blocks

Round and round they go. Bright 9-in. plastic wagon and blocks that revolve when cart is pulled. Six 1½-in. blocks are removable. 49 N 4819—Wt. 1 lb. \$1.59

**\$1.59**

Shop early, then relax and enjoy the holidays

⌘ PAGE 219. . TOYS





### Toy Dial Telephone . . . for "personal" calls

Youngsters delight in having a phone of their very own. They'll keep busy making imaginary calls to all those "far away places." This handsome model is realistic, has merry tinkling bell and dial that clicks. No "operator" or "nickel nuisance" barriers . . . just dial number and bell rings. Lettered, numbered dial has spring-back action. Smooth, gleaming plastic in two colors. Receiver 7 3/4 in. long, base about 4x6 in. Will not chip, washes easily. Can be inexpensively "installed" in your home . . . service starts immediately! 49 N 4852—Shipping weight 1 pound. . . . .95c

95c



### Blockettes . . intriguing, educational

Each block is crystal-clear transparent plastic, contains a bright animal, house or other figure. Grooves in sides for easy building. Fine way to teach tots to identify different objects . . . encourage them to play happily and constructively by themselves. Blocks rattle, too, are lightweight and safe with smooth rounded corners. Clean with damp cloth. The 1 5/16-in. blocks are just the right size for small children to grasp. Set contains 16 blocks with assorted figures, assorted colors. Practical gift for Santa to leave in any youngster's Christmas stocking.

\$1.09

49 N 4849—Shipping weight 1 pound. . . . .Set \$1.09



### Foam Rubber Loco

New! Take-a-Part Loco has a monkey at the controls! Large foam rubber blocks, monkey head, giant wheels are detachable, can be moved about. Pegs, base and smokestack of bright wood. Pull-cord. Swivel-mounted front wheels. Foam rubber is soft and safe for even the youngest of engineers to handle. Base 9 3/4 in. long.

\$1.99

49 N 4881—Shpg. wt. 1 lb. 8 oz. \$1.99

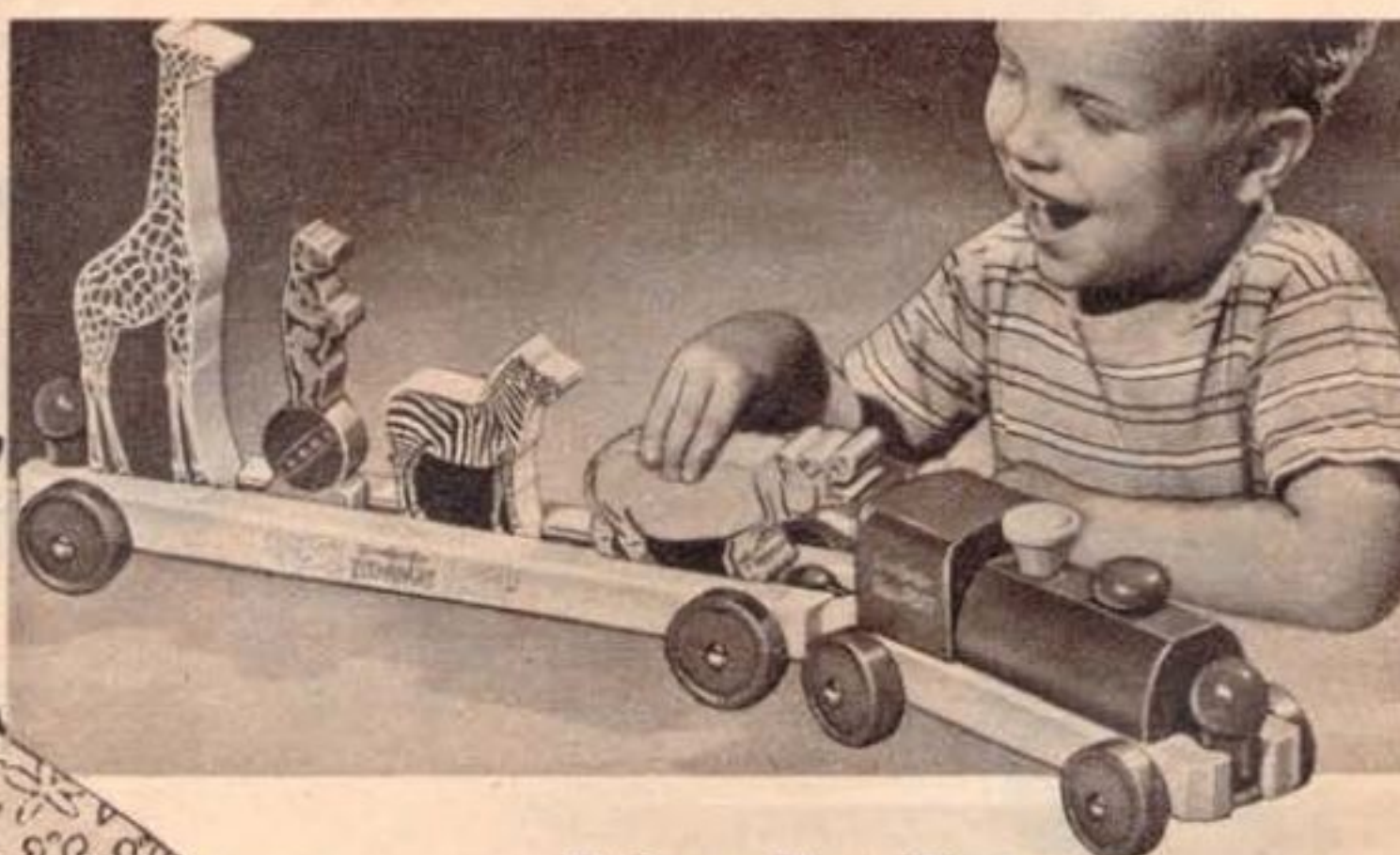


### Big Lamb

He even talks big . . . pull the cord, his head goes down, and tail goes up. Release cord and head goes up with a loud "baa." Fascinating chum for any small child, he loves to go strolling on his pull-cord base. Bright plastic. 15 in. high. Shpg. wt. 2 lbs. 12 oz.

\$3.68

49 N 5490. . . . . \$3.68



### Take-a-Part Train

Animal Train for tots to take apart and re-assemble . . . for countless hours of contented play. Depending on the youngster's mood, it will be a zoo train, a circus train . . . or a regular train for transporting vital materials. 4-piece take-apart locomotive fastens to car which carries 4 removable "wild" animals . . . zebra, bear, giraffe and hippopotamus.

\$2.25

Child learns to plan and fit pieces together properly . . . learns to identify different animals. Hard wood with rounded corners for safety. 6 1/2 x 2 3/8 x 16 1/2 inches.

49 N 4893—Shipping weight 1 pound. . . . . \$2.25



### Clever "Bank Balance"

Balance the scales. It's fun, educational. Each of the ten numerals included can be balanced by its numerical equivalents. All plastic with metal arms, pans. Shipping weight 1 pound.

\$1.86

49 N 4878—7 1/4 in. high. . . . \$1.86

220 . . SEARS-ROEBUCK K



### Amusing Tap-a-Toy

Colorbright game holds tots' attention, teaches them coordination. Trick is to bounce wooden balls inside transparent enclosure to make them match colored keys. Base is about 7 3/4 x 3 1/4 inches. Shipping weight 10 ounces.

89c

49 N 4872. . . . . 89c



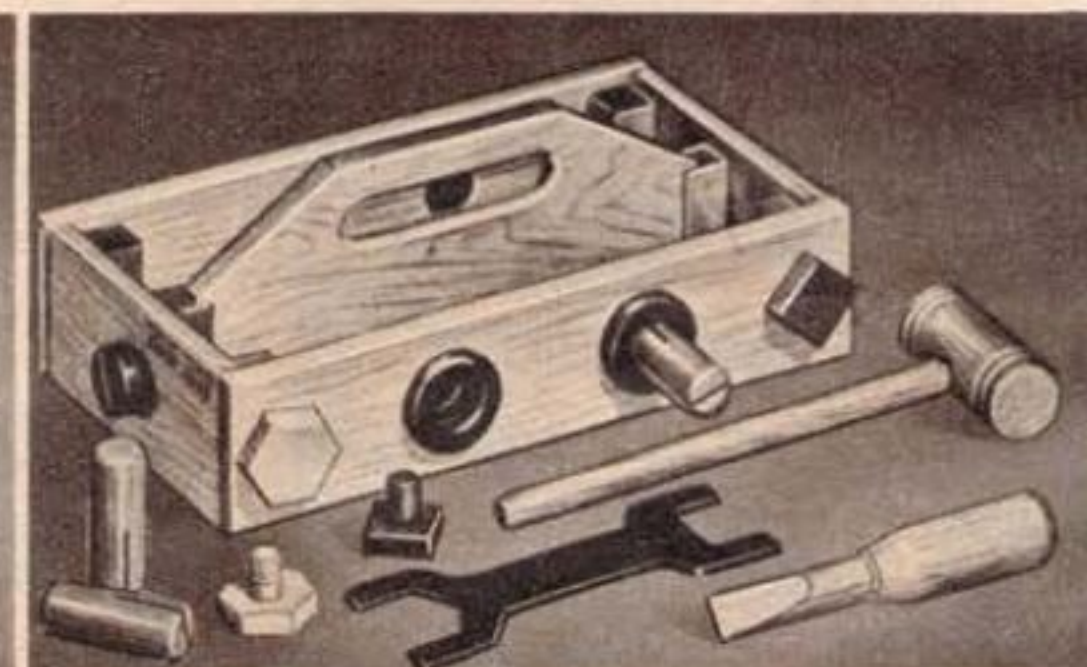
### Flip-Flop Peg Board

Children can pound to their hearts' content on the eight bright wooden pegs . . . then just flip the top over and begin again.

\$1.85

An eye-catching toy for pre-school age children . . . natural varnished wood. Keeps them busy, contented to "stay put." About 14x6 1/2 x 5 in. high.

49 N 4901—Shpg. wt. 2 lbs. 6 oz. . . . \$1.85



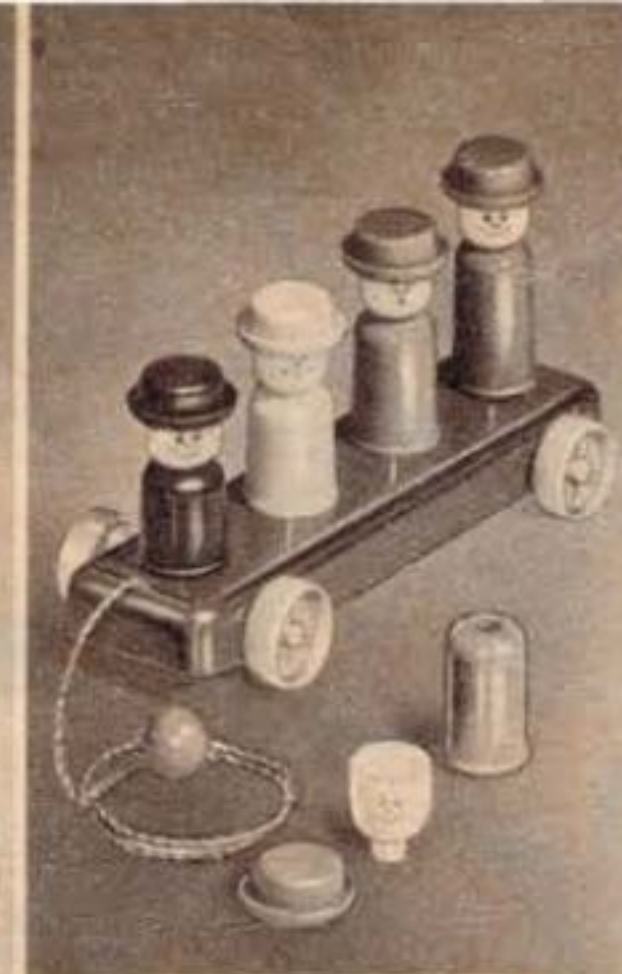
### Kit for Young Carpenters

Great for youngsters who like to take things apart and put them back together again. Wrench and screwdriver fit the large bright screws and bolts. Energetic little carpenters will spend many happy hours with this set . . . they can pound pegs through holes in side with mallet. Box of sturdy, well-finished hardwood. About 11x6 1/2 in. overall.

\$2.63

49 N 4809—Shpg. wt. 2 lbs. 2 oz. . . . . \$2.63





## Children learn as they play . . . with NEW PLASTIC Pre-School Toys

**Bright Five-piece Play Set** includes a Hammer Board with three wood pegs, mallet; Match-a-Peg with six different shaped pegs; Whirly Blox Cart with two detachable blocks that whirl as pulled; Take-a-Part Sailors in Boat; Eight Pyramided Nesting Beakers, 10 3/4 inches high (others in proportion).

49 N 4808—Shipping wt. 1 lb. 8 oz. \$2.99

**Take-a-Part Sailor** Cart provides endless amusement. Small fry love to take apart and re-assemble heads, hats, bodies of 4 vari-colored sailors. Fit on 10 3/4-inches pull-cord base. Shipping weight 14 ounces.

49 N 4876.....\$1.59

**Pail of Blocks.** Child learns to identify various geometric shapes. Cutouts in lid fit the 6 pegs of varied forms as cube, triangle, etc. 6-inch diameter pail. Metal shovel. Gaily colored. Shipping weight 1 pound 4 ounces.

49 N 4877.....\$1.59

## Blocks stimulate creative talent

Reduced to  
**\$1.75**

1 3/4 in.

Let your child learn to build with fascinating and educational Halsam Hilo blocks. Each has pictures of animals and letters of the alphabet on sides . . . which child soon learns to recognize. Blocks are wood with smooth edges . . . interlocking ridges on sides.

49 N 4835—30 blocks, 1 5/16 in. sq. Shpg. wt. 1 lb. 6 oz. . . . 89c  
49 N 4935—30 blocks, 1 3/4 in. sq. Shpg. wt. 2 lbs. 12 oz. . . . \$1.75

Reduced to  
**89c**

1 3/4 in.



## Magic Slate for "scribblers"

For the toddling author or artist who likes to write, draw or just scribble. Colorful design, table-top size with easel. Use over and over . . . just lift film to remove writing or scribbles. Magic writing stylus included. About 11 1/4 x 17 in. Shipping weight 1 lb. 8 oz.

49 N 1948.....89c



## Helps children spell, count

Spelling and counting board teaches children that learning can be fun. Colorful 10-inch plastic board has movable wood inserts with printed letters and numbers. Slide inserts around board and into center slits to form words and numbers. Shipping weight 9 ounces.

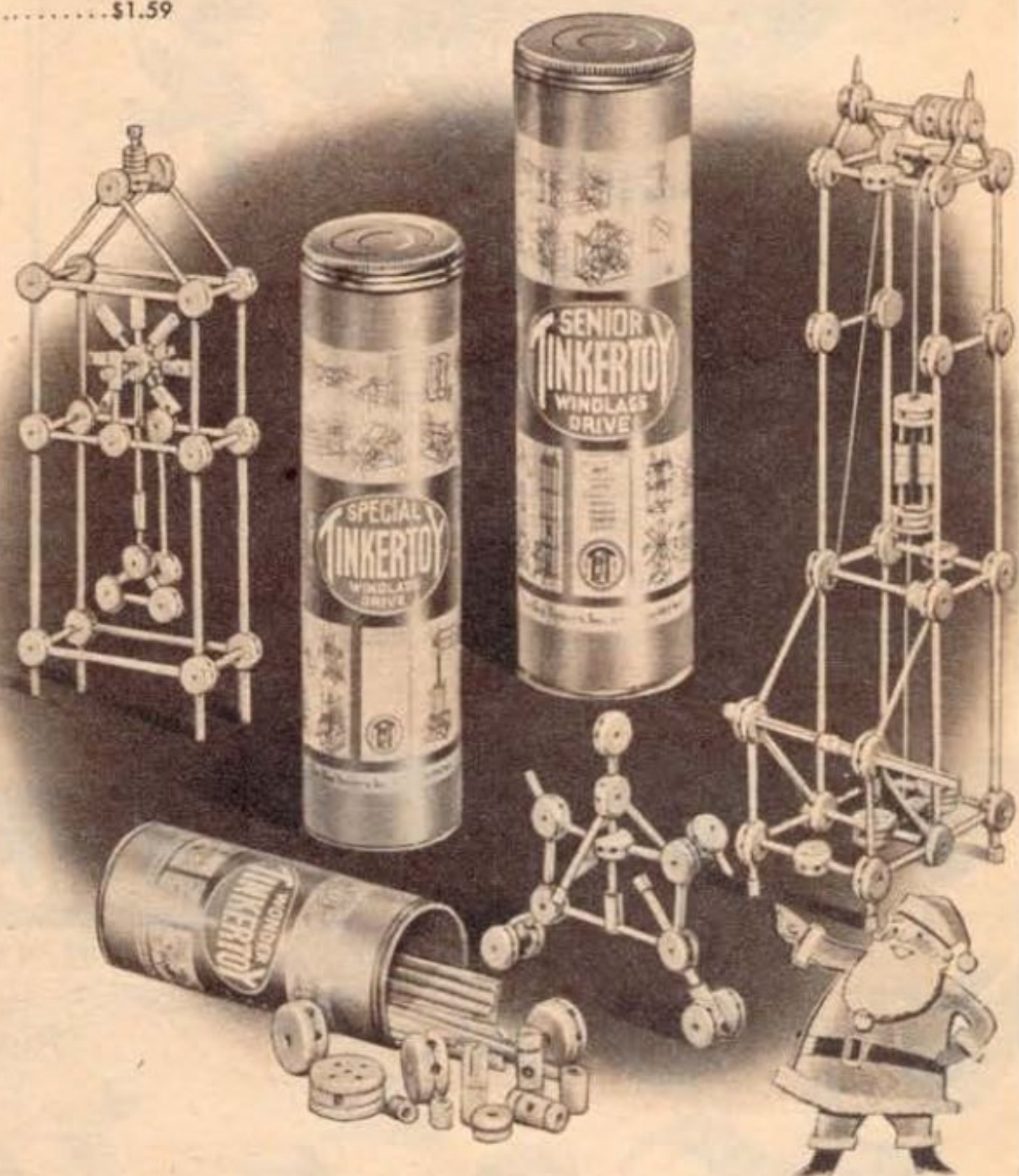
49 N 1845.....89c



## Bell-ringer for toddlers

Wood pegs go in metal bound hole at top. When hit with mallet, peg drops through and rings the bell. Delightful game for tots; they can pound without restriction. Wood bench about 7 1/2 in. high. Six pegs, hammer. Finished in bright enamel. Shpg. wt. 1 lb. 5 oz.

49 N 4874.....87c



## Build your own toys with Tinkertoys!

- A wonderful all year around toy . . . keeps children busy
- Helps develop imagination and originality in children of all ages . . . from pre-kindergarten through grammar school
- Pieces fit together without bolts, screws, hammer . . . are easily dismantled when play is over for the day

Imagine building a windmill that actually moves! . . . a house or entire little village. Build cars, planes, horses . . . a child can build hundreds of models with Tinkertoys . . . constantly dream up new ideas for assembly.

Made of smoothly sanded birch, the pieces go together simply, easily . . . just insert rods into holes in joining pieces . . . fit snugly, but are easily dismantled to be used over and over again for an endless array of excitingly different models. In fiberboard tubes. Direction sheet included.

The larger the set, the greater the variety of pieces and the more elaborate the models that can be constructed. Windlass drive, in the three larger sets, supplies operating power to each model by means of a hand crank.

49 N 2036—Wonder Builder, 100 pieces for simple, basic construction. Makes countless models, both still and action. Shpg. wt. 1 lb. 4 oz. . . . \$1.06

49 N 2037—Special, 130 pieces to make more and varied designs. Windlass drive included. Shipping weight 1 pound 10 ounces. . . . \$1.49

49 N 2038—Senior, 164 pieces with special pieces and more standard parts to construct more complex models. Windlass drive. Shpg. wt. 2 lbs. . . . \$1.92

49 N 2039—De luxe, 202 pieces the most complete set for advanced, elaborate construction. Windlass drive. Shpg. wt. 4 lbs. 10 oz. . . . \$2.39



## Tops . . . all-time favorites

Round and round they go . . . forever fascinating. Children marvel at the bright whirling colors, the swift spinning action of these lively tops. Set of 3 includes: hop-a-long 3-inch bouncing top; 3-inch mechanical humming top; 5-inch song spinner top. All lithographed metal.

49 N 2502—Shpg. wt. 1 lb Set of three 77c



## Circus Clowns-Animals Set

How these clowns and animals love to perform and balance to amuse the children! Notched on 3 sides, they interlock to form all sorts of arrangements. Stand on flat surfaces. All of bright color durable plastic, finely detailed. 8 clowns, 2 3/8 in. high, 12 assorted animals, in proportion to clowns.

49 N 4862—Shpg. wt. 12 oz. Set of 20 92c





### Fully jointed GROWLING Teddy Bear

**New Low Price.** This roguish-looking fellow actually GROWLS. He'll assume about any pose imaginable... his arms and legs are fully jointed and his head turns. A faithful companion, he'll go anywhere and everywhere with your youngster... share his naps and play-time hours. His perky, friendly face has sparkling eyes and a plastic nose that looks almost real enough to twitch. Brown, cotton-back rayon plush coat, soft cotton stuffed... in fact, he's altogether a most huggable, lovable animal.

Was \$3.83

**\$2.98**

13½-inch

49 N 4352—About 13½ in. Shpg. wt. 1 lb. 4 oz. Was \$3.83. Now only \$2.98  
49 N 4353—About 18 in. Shpg. wt. 1 lb. 12 oz. Was \$5.84. Now only 4.93



### Realistic, soft vinyl-nose Bear and Panda

**Two-tone Honey Bear** with soft vinyl plastic nose, so life-like he can almost smell. He will take lots of rough treatment and never complain. His bright eyes are safely anchored. Cotton-back rayon plush coat in two-tone brown. Cotton stuffed. This year all sizes have shaped feet to make them more realistic than ever. Shipping weights: 1 lb.; 1 lb. 3 oz.; and 3 lbs.  
49 N 4347—About 12 inches..... \$1.98  
49 N 4348—About 15 inches..... 2.83  
49 N 4349—About 19½ inches..... 4.77

**\$1.98**

12-inch

**Panda** has squealer voice in tail. A cuddly toy, made to be hugged... his soft vinyl plastic nose and big black safely anchored eyes make him completely irresistible. Coat of cotton-back rayon plush has panda markings. Cotton stuffed. The kind of toy that becomes more lovable with wear, a most congenial companion for any small child. This year all sizes have shaped feet. Shipping weights: 1 lb. 4 oz.; and 1 lb. 6 oz.  
49 N 4380—About 12 inches..... \$2.15  
49 N 4381—About 15 inches..... 2.92

**\$2.15**

12-inch



### Miniature Kitty

Fluffy handful of beauty, cuddled up begging for affection... Cotton-back rayon plush, stuffed with soft cotton. Glassene eyes are sewn in, yarn nose, saucy felt tongue, perky whiskers. About 7¼ inches long.  
49 N 4023—Shpg. wt. 8 oz. . \$1.37

**\$1.37**

### Plush Animals, plastic fabric Animals... for little tots' nap and playtime



**[A] Popular-priced Panda.** Cotton-back rayon plush coat, cotton stuffed. Shiny eyes, plastic nose, yarn mouth, big rayon ribbon. White and black Panda markings. Who could ever resist him? He'll make a wonderful pet for your youngster. 12 inches tall.  
49 N 4360—Shpg. wt. 1 lb. . \$1.87

**\$1.87**

**[B] New washable plastic fabric Puppy—** looks eager for a playmate. Plastic covering on cotton-stuffed body. He's well-trained, too... snap his heels together and he'll sit up. Soft plastic mask face, comical floppy ears, bell on cap. Clean with damp cloth. 10½ in. high.  
49 N 4018—Shpg. wt. 8 oz. . 98c

**98c**

**[C] New Washable Horse** is dashing, indeed. Coat is contrasting plastic fabric, plain and shirred, for a very realistic look. Painted features. Plastic "saddle," bell at neck. Firmly stuffed with cotton. Clean with damp cloth. 8½ inches high.  
49 N 4035—Shpg. wt. 8 oz. . \$1.57

**\$1.57**

**[D] Musical Bear** has imported Swiss music box in his cotton-stuffed middle. Wind key in back, he'll play a lullaby to little sleepy heads. Two-tone cotton-back rayon plush, bright eyes, plastic nose. About 12 inches tall. Shipping weight 1 pound.  
49 N 4384..... \$4.77

**\$4.77**

**[E] New Vinyl plastic head Kitty.** Soft, flexible head, excellent detail. Expressive, glassene eyes. Two-tone cotton-back rayon plush body, stuffed with cotton. A kitty children will cherish. About 9½ inches high.  
49 N 4051—Shpg. wt. 12 oz. . \$2.83

**\$2.83**

**[F] New Twisty Poodle** loves to perform... takes 1001 poses... he has a wire frame body. Two-tone coat of cotton-back rayon plush. Safely anchored glassene eyes, plastic nose, neck ribbon. Cotton stuffed, 11 in. high.  
49 N 4050—Shpg. wt. 12 oz. . \$2.83

**\$2.83**





### Our finest quality plush-coated Pets

**A** Gold-color jointed bear \$2.99  
13½ in.  
with squeaker voice  
has a soft coat of cotton-back rayon plush. He has a friendly face with bright, shiny eyes, felt nose and yarn mouth. Cotton-stuffed, fully jointed.

49 N 4321—13½ in. high, Shpg. wt. 1 lb. 8 oz. \$2.99

49 N 4322—16 in. high, Shpg. wt. 1 lb. 14 oz. 3.99

**B** "Mohair" Kitten. \$2.87

An adorably soft little kitty with bright eyes and a *squeaking voice* that endears her to children. Fluffy, mohair plush, stuffed with cotton. Realistic whiskers, ribbon bow. 11½ inches tall. Shipping weight 1 lb.

49 N 4015..... \$2.87

**C** Sleepy-head Pup. \$2.79

Makes naps more pleasant, playtime happier. Cuddly as a real live puppy. Soft and fluffy cotton-back rayon plush. Cotton stuffed. Felt nose, eyes and tongue. About 12 inches long. Shipping weight 1 lb.

49 N 4066..... \$2.79



### Frisky Circus Monkey

Cuts capers... legs, arms, tail bend to any position. Cotton-backed rayon plush. Cotton stuffed. Colorful felt jacket and cap. Smiling face. Felt hands and feet.

49 N 4040—15 in. long. Shpg. wt. 1 lb. \$3.69



### Buddy Bearkins

Happy twosome with lustrous pastel coats of cotton-back rayon plush. Extra soft cotton stuffing. Big Brother has vinyl face, molded features. 15½ in. tall. Holds 5½ in. Little Brother.

49 N 4090—Shpg. wt. 1 lb. 8 oz. \$4.79



**HAPPY-TIME**  
REG. U.S. PAT. OFF.



### PLUSH HORSIE

... fun to ride ... easy to steer

\$8.65

Same price as last year's non-steering horse. He holds up to 100 pounds... takes plenty of punishment. Mounted on strong steel frame with rubber-tired steel disc wheels. Handsome, indeed... with his two-tone plush coat, long flowing mane and tail. And he's ever so good-natured, easy to handle. Stands up even under long days with hard-riding young cowpokes. Guide him in any direction... to the left, right, round in circles by turning the shaped wooden handle. Cotton-back rayon plush coat, firmly stuffed with cotton and excelsior. Bright plastic bridle, harness, reins and saddle. Sparkling eyes. Metal stirrups. Height from saddle to floor, 14 inches. Easy to assemble. 19x9¾x21 inches high.

79 N 04096—Shipping weight 9 pounds..... \$8.65



### Sleeping-eye Bear

Sparkling eyes close when he lays down to sleep—open when you pick him up! This mischievous little bear has a soft vinyl plastic face. Two-tone pastel coat of cotton-back rayon plush. Cotton stuffed. About 13½ in. long.

49 N 4068—Shipping weight 1 lb. \$3.69



### Fuzzy Lamb

New. Snowy white Lamb with soft vinyl plastic face, black button eyes, sewn in. Coat is cotton-back rayon plush, ribbon with bell. Cotton-stuffed. 9½ in. tall.

49 N 4037—Shpg. wt. 1 lb. \$1.92



Zipper pocket in back of large size



### Soft as a whisper... adorable Sleepy-head Doll

She's a real sweetheart for lullaby-time... so soft and warm, she just begs to be cuddled. Her delightfully impish face will capture your heart... and she'll be baby's favorite play and crib companion. Kitten-smooth, cotton-back rayon plush in pastel colors, stuffed with cotton. Rosy face of easy-to-clean plastic, painted features. Cotton yarn ringlets.

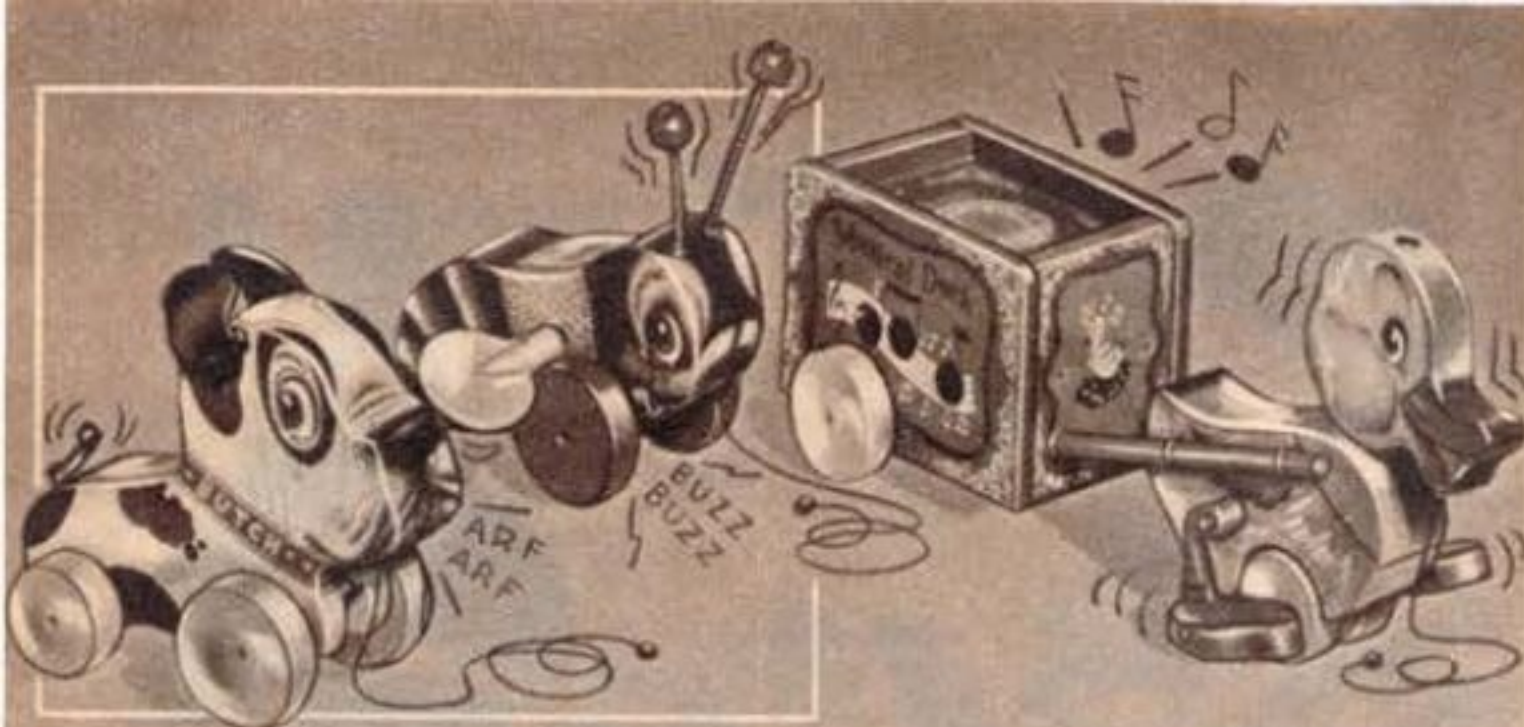
De luxe 17-inch Sleepy-head has zipper pocket in back to hold trinkets.

49 N 3528—Shpg. wt. 1 lb. 8 oz. \$4.79

Sleepy-head Doll, same as above, but without pocket. 15 inches tall.

49 N 3527—Shpg. wt. 1 lb. \$2.79





### NEW! Big Combination

Buzzy Bee and 6¼-inch Butch the Pup. 6-in. bee "buzz-buzzes," has whirling plastic wings; quivering antennae. Lithographed wood. Butch has solid wood body, wagging plastic tail, felt ears. 49 N 5438—Wt. 1 lb. 4 oz. Both, \$1.06

### New! Musical Duck

"Flip flop" go the little webbed feet as musical sounds come from the colorful music box rolling behind. Head turns. Colorfully lithographed wood; plastic legs and feet. 12¼ in. long. 49 N 5456—Shpg. wt. 1 lb. \$1.83



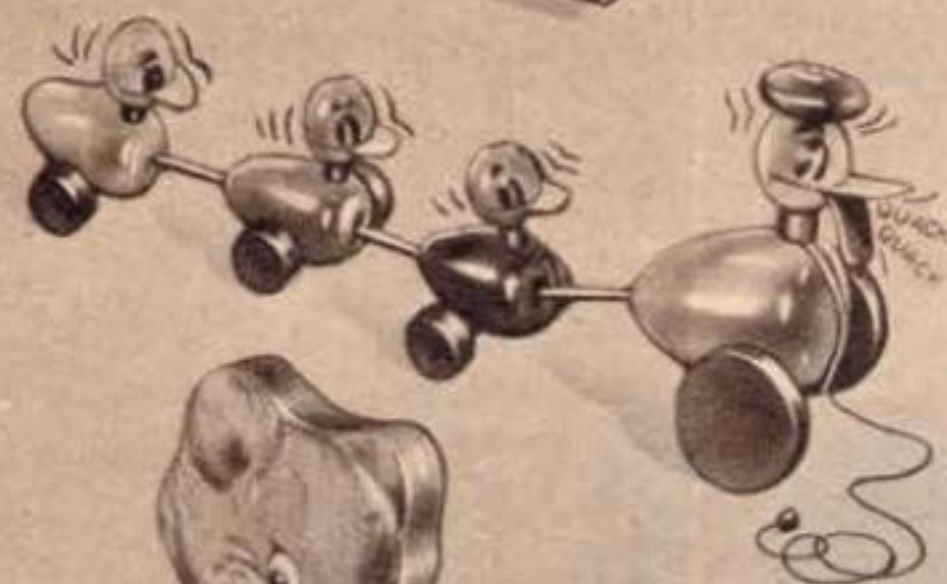
### Looky Chug Chug

\$2.29 Chug-Chugging engine makes "choochoo" noise. Piston rods go in, out of moving cylinders. Eyes on boiler roll. Metal bell. Brightly lithographed wood, 14 inches long. Shpg. wt. 2 lbs. 6 oz. 49 N 5475.....\$2.29



### Racing Rowboat

98c Jolly sailor actually rows as boat is pulled. Pennant bobs to and fro on spring mast. Bright nautical lithographed solid wood boat; durable hardwood figure. 7¾ in. long. Easy rolling wheels. Shpg. wt. 1 lb. 49 N 5436.....98c



### Quacky Family

\$1.08 Entire family of adorable little ducks. Mama duck quacks to her family of little ones waddling behind her. Enameled wood with plastic beaks. Family of four is 13 inches long. Shpg. wt. 1 lb. 49 N 5430.....\$1.08



### Teddy Xylophone

\$1.72 Teddy beats out a merry tune as he pounds on the metal keys with his wood mallets. The faster he's pulled, the faster he plays. Enameled wood wheels, base; nicked keys. 10½ in. high. Shpg. wt. 2 lbs. 4 oz. 49 N 5455.....\$1.72



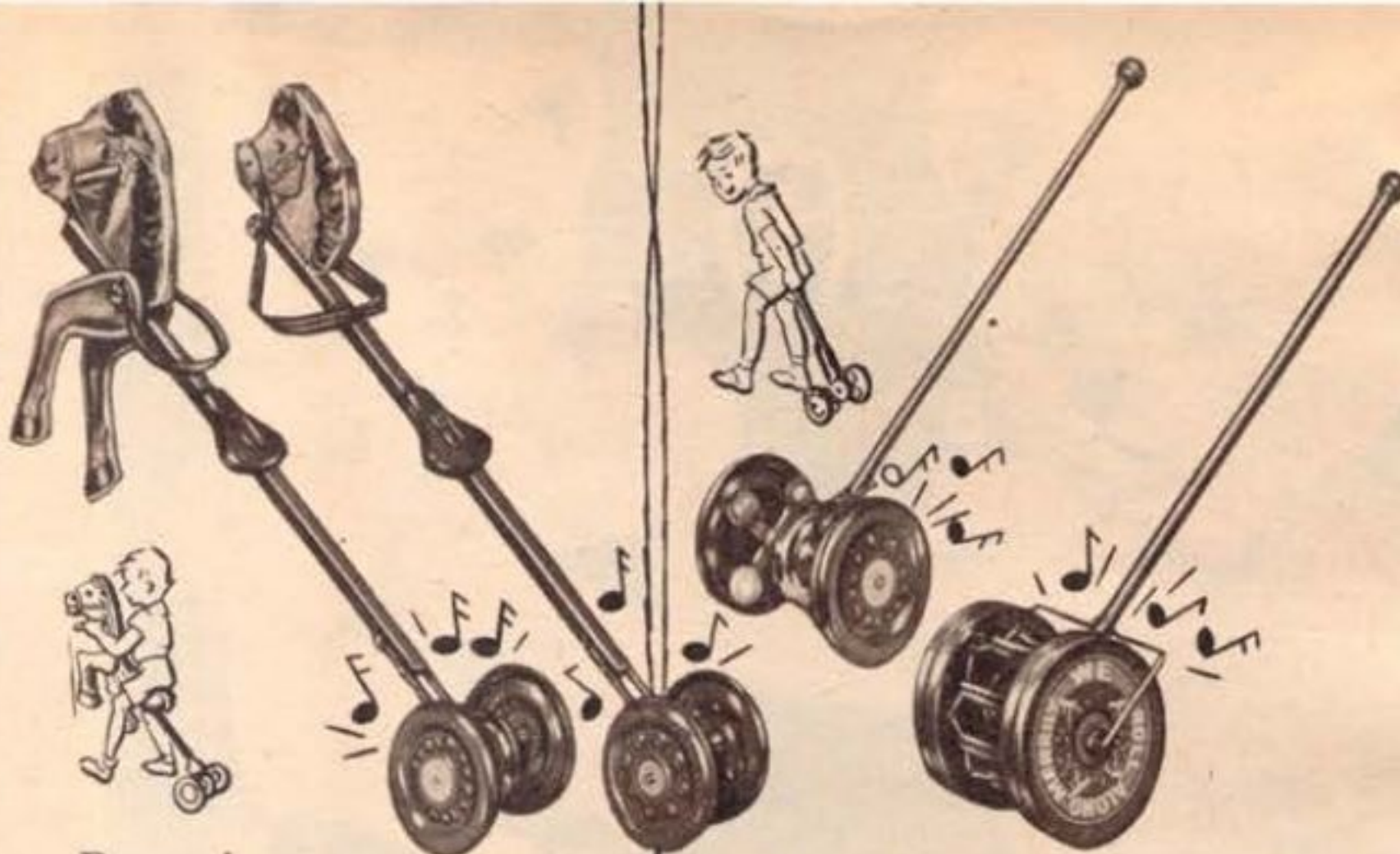
### Snoopy Sniffer

\$2.29 He "woofs" loudly as he swaggers along with his funny walk. His spring tail wags happily. Durable solid wood body, rubber paws, cloth ears. Tots' best friend. 16½ in. long. Wt. 2 lbs. 6 oz. 49 N 5447.....\$2.29



### Big Pull Train

\$1.82 Lithographed metal, 35 in. long. 2 sections. Bell clangs as diesel train is pulled. Easy rolling wheels. Shpg. wt. 3 lbs. 2 oz. 49 N 5496.....\$1.82



### Bronco!

Was \$2.29 \$1.85 Legs really trot as you "git up." Wood; chiming metal wheels; saddle seat. 33 in. long. Wt. 2 lbs. 49 N 5469.....\$1.85

### Stick Horsie

Was \$1.04 98c Metal chiming wheels and metal seat. Enameled wood stick. Cloth reins. 31 in. long. Wt. 2 lbs. 49 N 5467.....98c

### Push Toy

89c The metal wheels chime, wood balls spin. 2-piece wood handle. Bright colors. 23 inches long. Shpg. wt. 1 lb. 12 oz. 49 N 5422.....89c

### 7-chime Toy

Was \$2.59 \$2.29 Plays "Merrily We Roll Along." Colorful wood handle. Metal wheels. 26½ in. long. Shipping wt. 1 lb. 8 oz. 49 N 5431.....\$2.29



### Complete Junior Fire Brigade

#### A Fire Engine with Siren and Flasher \$2.98

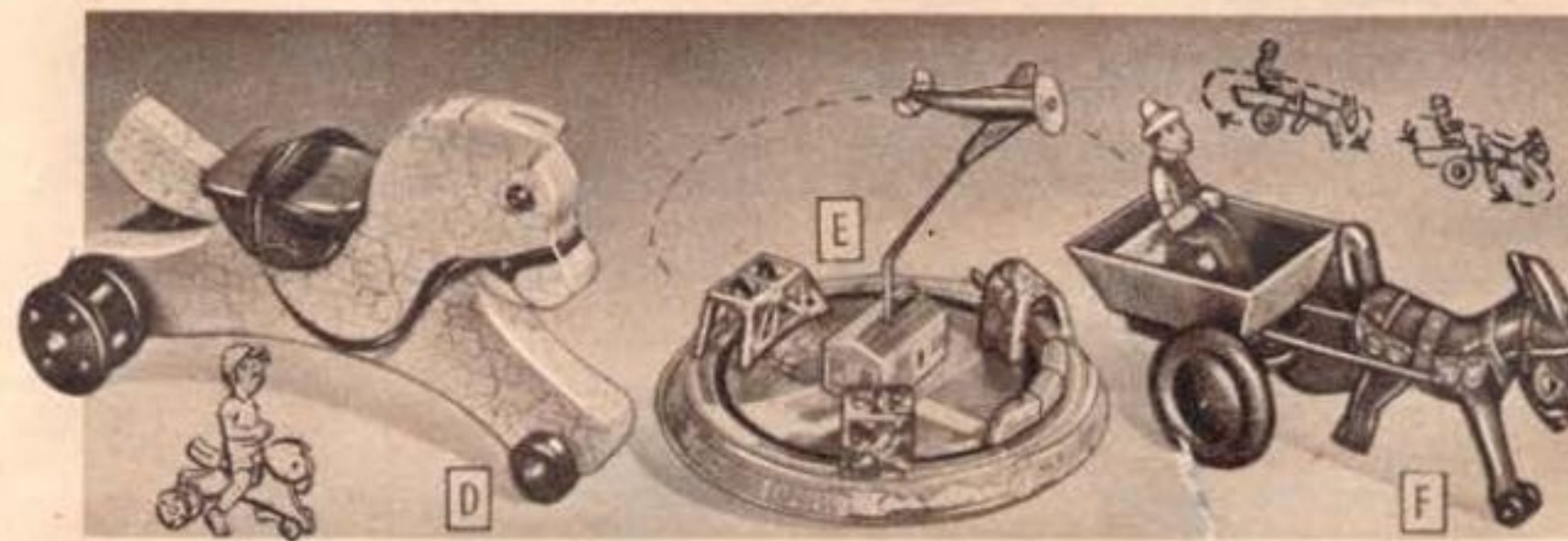
Light. Bright red plastic truck has wailing siren, red flashing light. 3-section swivel ladder extends from 9 to 21 in. Standard flashlight battery incl. Steel-reinforced body. Rubber tires, front wheels adjustable. Key-wind motor. 13 in. long. 49 N 5770—Shpg. wt. 2 lbs. 4 oz. \$2.98

#### B Climbing Fireman \$1.27

man climbs ladder with realistic motion. 2-piece 22-in. metal ladder; 8-in. plastic fireman; brightly colored. Key-wind motor. Wt. 8 oz. 49 N 5875.....\$1.27

#### C Fire Chief \$1.29

Car with Siren. No keys to wind. Just press down and push... car scoots off, siren wailing. Plastic. Self-propelled friction motor. 10¼ in. long. Wt. 1 lb. 49 N 5760.....\$1.29



### Tots' Rider Pony

D Horsie has single front \$2.84 wheels, 2 double rear wheels with bells inside. All wood for long wear. 18 in. long. Seat 7 in. from floor. Plastic reins. Enamel finish. 79 N 05485—Wt. 4 lbs. \$2.84

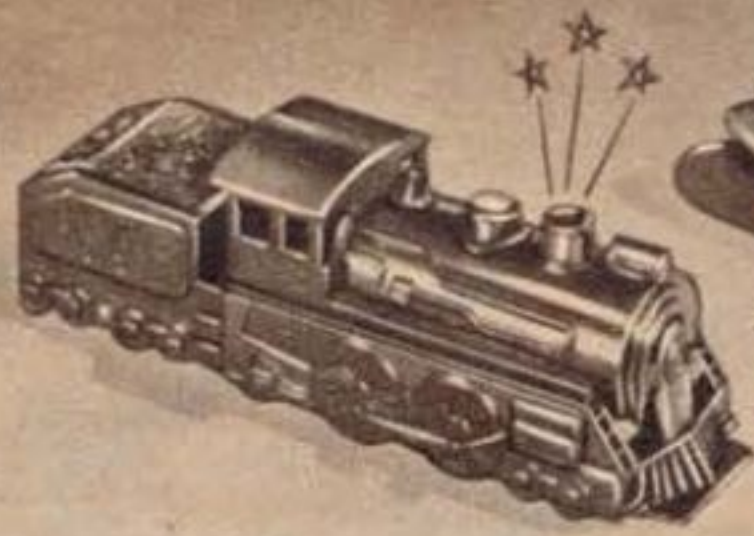
### Honeymoon Express

E Little metal train runs 99c around track over bridges, through tunnels, while the plane flies above. Lithographed metal, key-wind motor. Base, 9¼ in. diam. 49 N 5751—Wt. 1 lb. 4 oz. .99c

### Balky Mule, Cart

F Mule runs back and 89c forth, rears up with cart, farmer rocks to and fro in seat. All steel, lithographed. 8¾ in. long. Clockspring motor. 49 N 5721—Wt. 10 oz. 89c





### Sparking Locomotive

Sparks shoot from the smoke stack of this realistic locomotive. Has friction motor... no keys to wind. Just press down slightly and push. Train runs merrily on its way. Well-detailed plastic 10½ inches long. 49 N 5768—Shpg. wt. 1 lb. .... \$1.29

**\$1.29**



### Diving Mechanical Sub

Steel sub really dives and rises. Depth and angle of dive controlled by adjusting fins. Rises as motor unwinds. Is brightly lithographed. 13 in. long. 49 N 5762—Wt. 1 lb. 6 oz. .... \$1.39

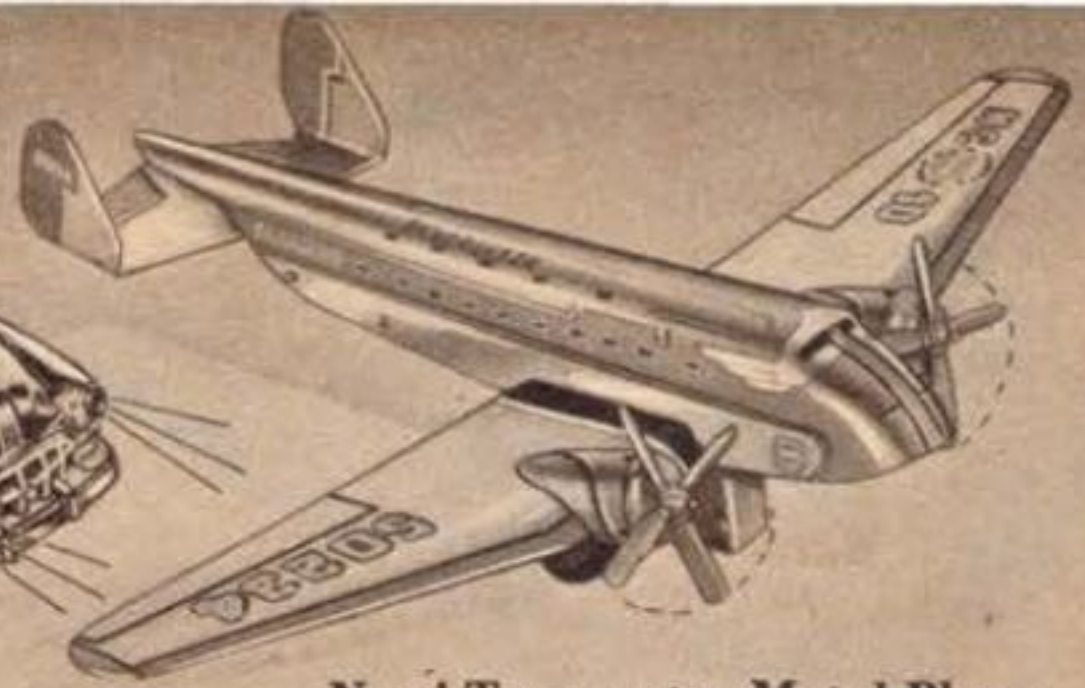
**\$1.39**



### Car with Electric Lights

1952 Pontiac model has headlights, with standard flashlight battery included. On-off switch. Detailed plastic, steel reinforced. Powered by strong key-wind motor. 9¾ inches long. 49 N 5785—Shpg. wt. 12 oz. .... \$1.85

**\$1.85**

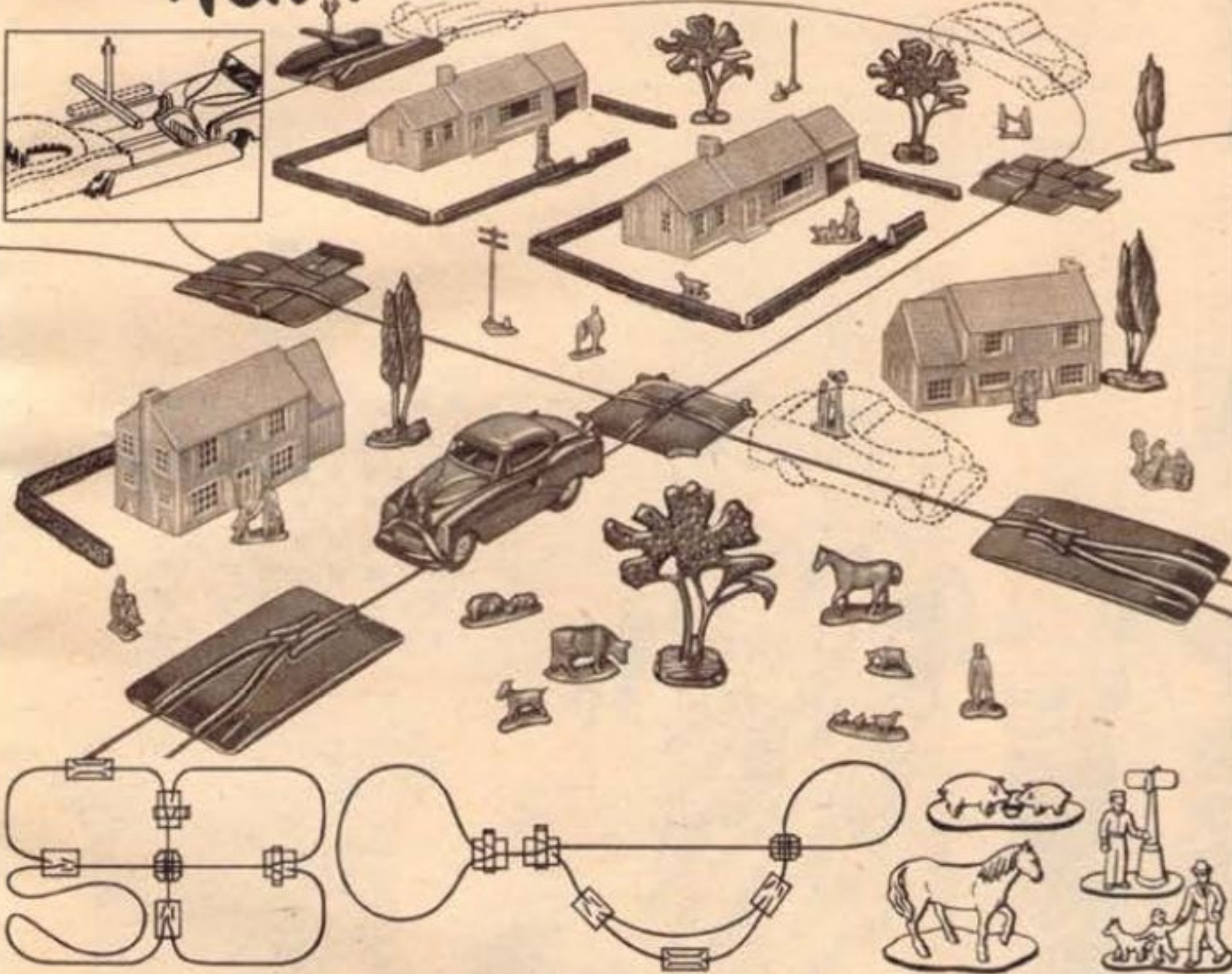


### New! Two-motor Metal Plane

Brightly lithographed metal plane speeds along the floor, keeps active youngsters entertained for many hours. Two flexible shafts lead from friction motor to 2 dummy motors on wings... make propellers revolve as plane zooms along. No windings, just press down and push. 18¼-inch wingspread. 49 N 5871—Shipping weight 1 lb. .... \$1.49

**\$1.49**

## New! GUID-A-TRAFFIC



### 94-piece Set! Car follows track YOU set up

• Amazing new fifth wheel is grooved to guide auto along single rail track. Auto follows countless track layouts that you arrange, whizzing up and down village streets or out in the country. Over 33 ft. rigid and non-rigid track.

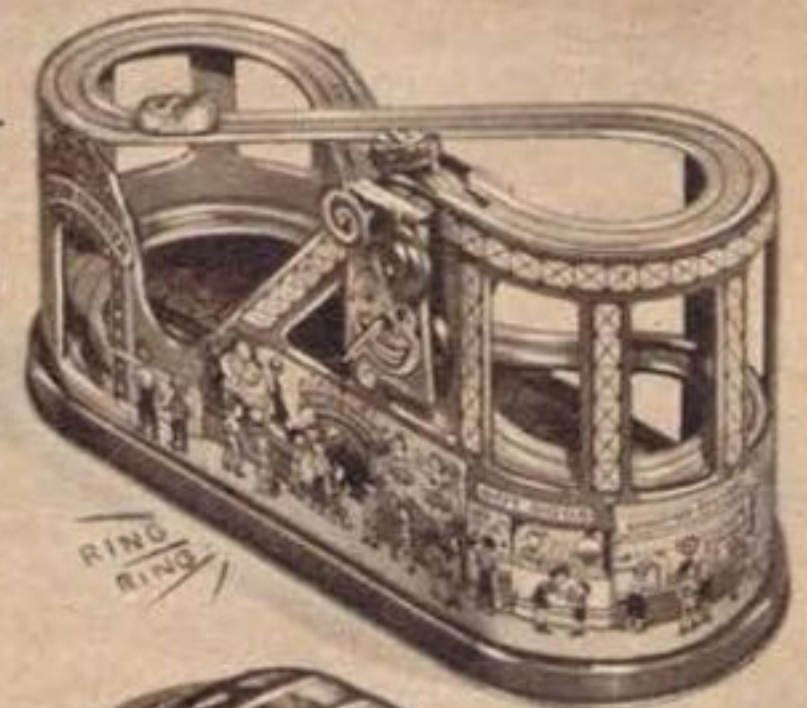
Lots of fun for as many as want to play! Switch the car from one street to the next with 2 switches, 2 turnouts, and a crossover. Use stop sign with stop gate to make it stop. 1952 model Buick sedan is 4⅞ in. long, made of sturdy plastic... has long-running clockspring motor. 43-piece plastic village has 4 houses, hedge sections, 19 figures of people, animals, etc. Trees 3 inches high, other pieces in proportion. 49 N 5897—Shipping weight 1 pound, 8 ounces. .... Complete Set \$4.44  
49 N 5896—Extra Car. Same as above. Shpg. wt. 8 oz. .... ea. 1.27

**\$4.44**

### Roller Coaster

All metal with Was \$3.19 realistic litho- \$2.69 graphing. Two ¾-in. metal cars pulled to peak by conveyor belt, then speed down incline, around curves. Bell rings, color discs whirl. 19¾x10x8¼ in. wide. Key-wind motor. 49N5792—Shpg. wt. 5 lbs. \$2.69

**\$2.69**



### Tricky Safety Car

Mysterious! What 85c keeps it from running off table edge? It always turns, just in time. Sturdy steel, 6¾ in. long. Streamlined. Clockspring motor. 49N5719—Shpg. wt. 10 oz. 85c

**85c**



### 16½-inch Racer

This BIG streamlined racer will delight any active youngster. Racer and driver zoom across floor. Key-wind motor. Colorfully lithographed metal. 49N5739—Shpg. wt. 1 lb. 95c

**95c**



### Sparking "Hot Rod"

Just push; friction motor will propel speedy 7½-in. car. Sparks light up motor block. Plastic and steel; rubber wheels. 49N5728—Wt. 12 oz. .... \$1.21

**\$1.21**



### Dick Tracy Siren Car

Real shooting action! Siren wails, Tracy's gun sparks. Friction motor; just push and it goes. Colorfully lithographed metal. 11¼ in. long. 49 N 5783—Wt. 1 lb. 8 oz. .... \$1.81

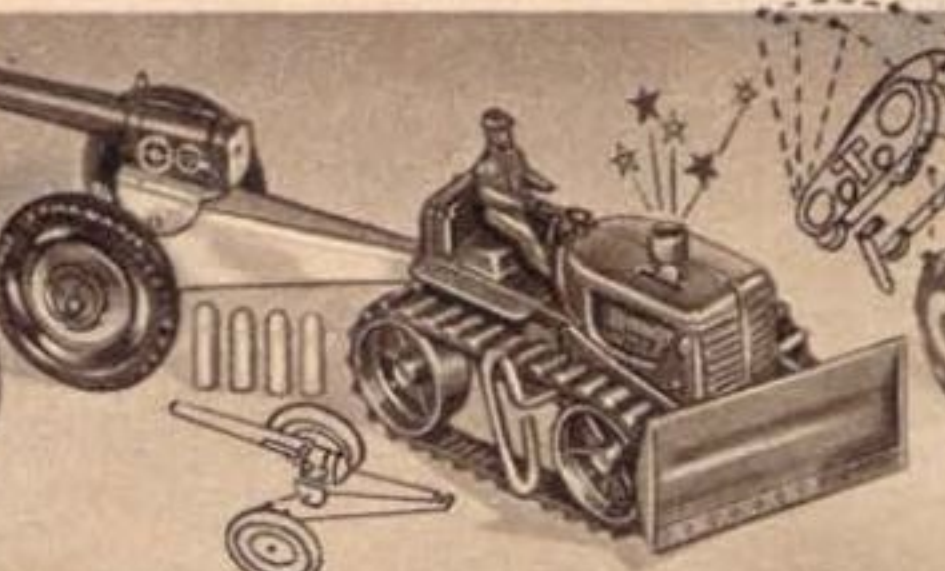
**\$1.81**



### 10-inch Sparking Tank

Tank swirls; makes rat-tat-tat noise as sparks shoot from turret gun and armed soldier pops up and disappears. Lithographed metal. Long-running key-wind motor. 49 N 5766—Shpg. wt. 1 lb. 8 oz. .... \$2.39

**\$2.39**



### Sparking Army Tractor

Climbing tractor has detachable cannon, actually shoots wooden "shells." Sparks shoot from exhaust. Plastic and steel. 14½ in. long. Long-running key-wind motor. 49 N 5725—Shpg. wt. 1 lb. .... \$1.81

**\$1.81**

### New! Turnover Tank

Tank runs along, then stops, turns over... rights itself, goes on again. Lithographed metal... camouflage design. Key-wind motor. 4 inches long. 49 N 5742—Shpg. wt. 6 oz. 89c

**89c**



### Rookie Policeman

Lithographed steel. Cop learns to ride, siren wailing. 8½-in. motorcycle tips on its side, rights itself, runs in circle. Key-wind motor. 49 N 5846—Wt. 1 lb. .... \$1.49

**\$1.49**

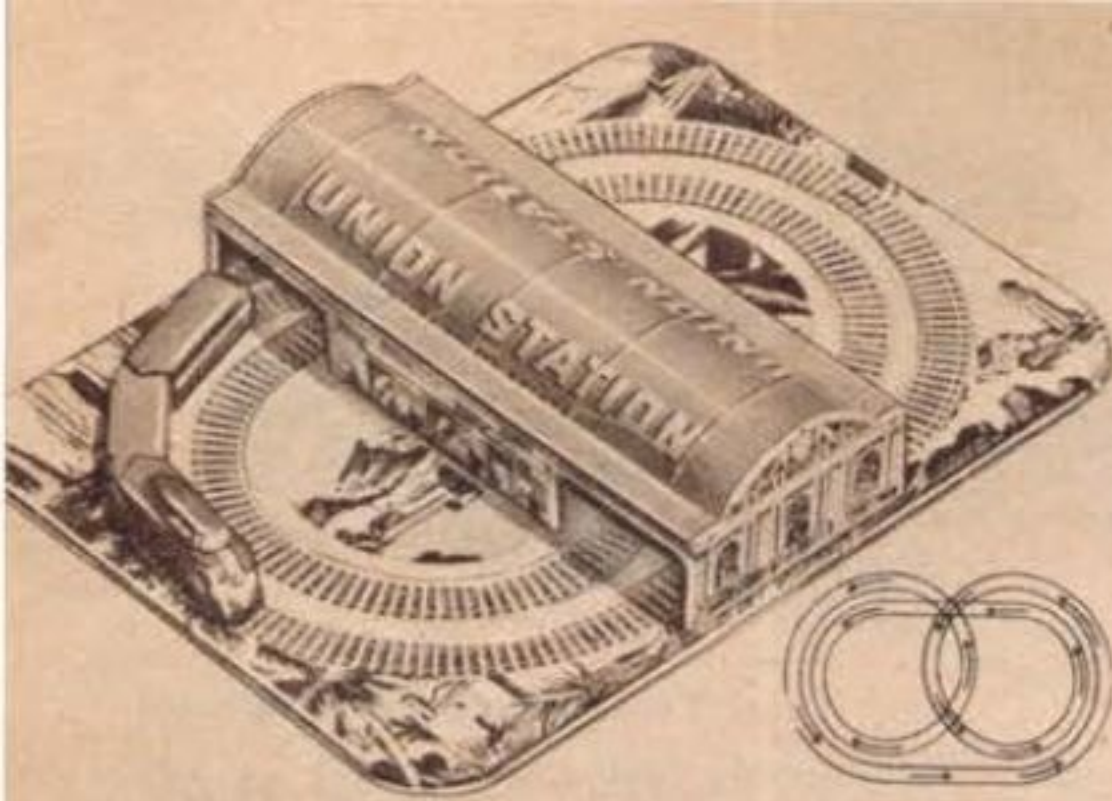


### Sheriff Sam

Sam streaks around in circle, back and forth. Head turns, hat flops. Plastic; lithographed metal. Key-wind motor. 5¾ inches long. 49N5820—Shpg. wt. 1 lb. 98c

**98c**

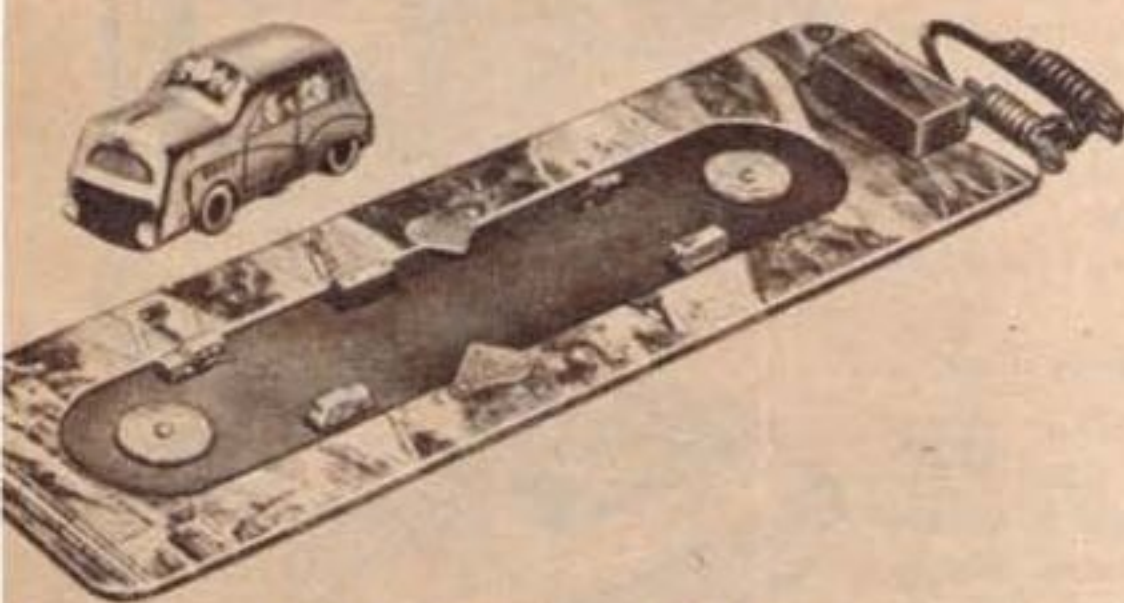




### Mystery Union Station

A most fascinating toy. This clever, unique train zooms over its double track, curves into "Union Station," switches in the station, out of sight, onto the other track. Delights the youngsters . . . grown-ups are fascinated, too. Powerful, long-running mechanical motor in 10 $\frac{3}{4}$ -inch train. Train and 14x20-inch base are colorfully lithographed metal. Add this unusual gift to your Christmas list.

49 N 5795—Shpg. wt. 3 lbs. 4 oz. . . . . \$2.67



### Electric Super Highway

Amazing toy has no tracks . . . cars need no winding. Colorful cars swerve in amusing way. They zip around big highway . . . pass . . . jam up . . . they even crash. They're driven by vibration of track . . . roll along easily. UL approved for 110-120-volt, 60-cycle AC. Five 1 $\frac{1}{2}$ -in. cars, 27x8 $\frac{3}{4}$ -in. base. Lithographed steel.

79 N 05793—Shipping weight 4 pounds. . . . \$4.69  
49 N 5802—Five Extra Cars for above. Wt. 6 oz. 49c



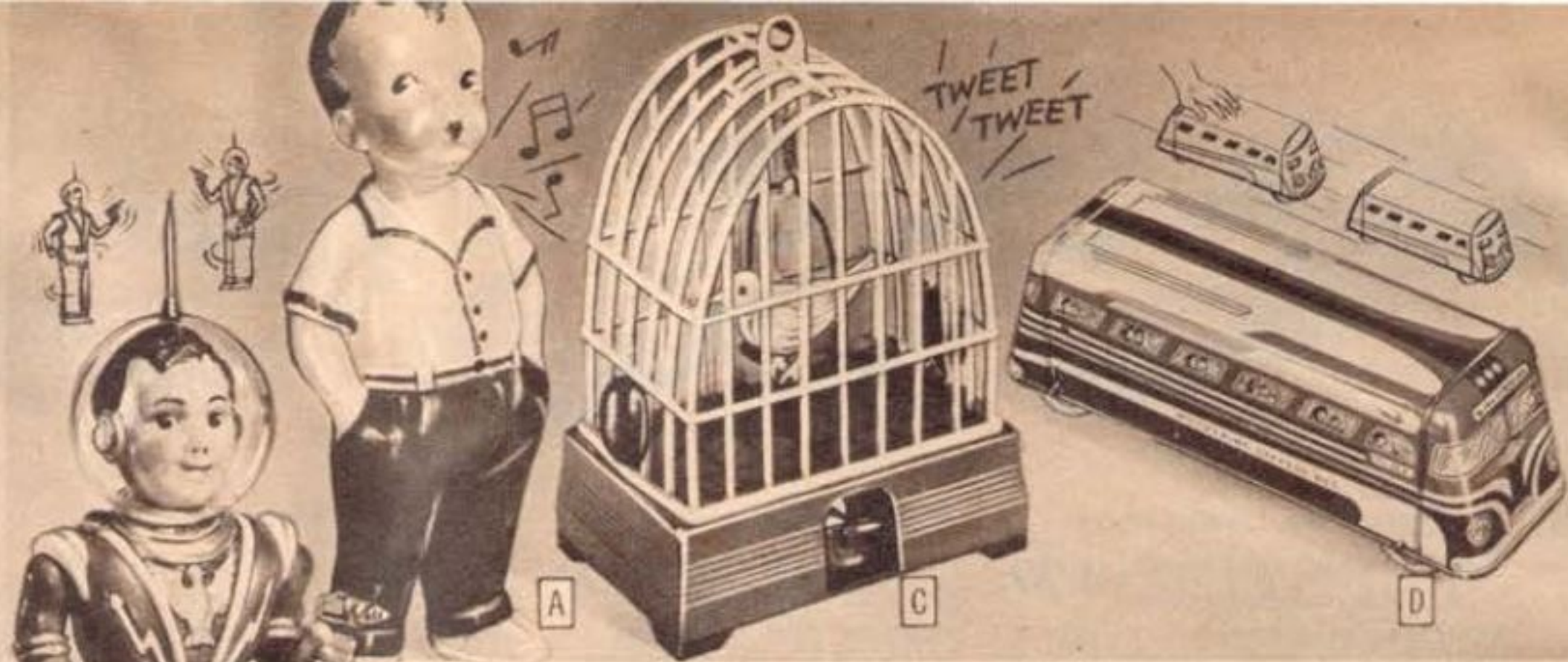
### Floor Toys for tots

**M** **Mystery Motor Kitty.** Press her tail down, release . . . she bounds forward. Metal cat, rubber ears. 49 N 5727—8 $\frac{1}{2}$  in. long. Shpg. wt. 14 oz. . . . 98c

**N** **Disney Roadster.** Plastic Mickey Mouse drives the lithographed metal car. Spring-wind motor. 49 N 5860—11 in. long. Shpg. wt. 1 lb. . . . 99c

**P** **All-plastic Farm Wagon.** Horse trots just like real one with driver at reins. Key-wind motor. 49 N 5758—11 in. long. Shpg. wt. 1 lb. 8 oz. . . \$1.82

**R** **Pull-Tail Dachshund.** Pull his tail, release and watch him scoot along floor. Sturdy colorful plastic. 49 N 5819—8 $\frac{1}{2}$  in. long. Shpg. wt. 8 oz. . . . 72c



### Mechanical Men

**A** **Whistling Boy.** This jolly fellow whistles gaily . . . vibration motor makes him dance. Decorated plastic. Key-wind motor. 49 N 5840—9 $\frac{3}{4}$  in. tall. Wt. 12 oz. . . \$1.12

**B** **Walking Space Man.** Swings his arms as he walks. Space guns in his hands, oxygen tank on his back. Transparent space helmet with antenna. Sturdy plastic . . . key-wind motor. 49 N 5787—11 $\frac{1}{2}$  in. high. Wt. 1 lb. . . \$1.79

### Fascinating Toys

**C** **Chirpee Singing Bird in Cage.** Trills gaily from his swinging perch. Realistically designed plastic cage. Key-wind motor. 49 N 5880—9 in. high. Wt. 2 lbs. . . \$2.57

**D** **Mystery Motor Bus.** Press down on top—remove hand—mystery motor bus speeds away under its own power. Amusement plus amazement. No winding. Lithographed metal. 49 N 5735—14 in. long. Wt. 1 lb. 8 oz. . 94c



### Marionettes and Puppets . . Easy to operate, fun

Two new favorites added to our selection of marionettes. Howdy Doody is back with his pal Clarabell, and her rubber ball horn. Also new is the lovable favorite Pinocchio complete with long nose, felt hat and jaunty feather. The entire family will have fun making these large, life-like marionettes play, walk, talk, laugh or dance a jig. They're so simple to operate . . . it's easy to control mouth and body action with one hand. Dressed in authentic cotton costumes. Sturdy composition parts. Instructions. \*©KAGAN

**E** **Pinocchio.** Shpg. wt. 12 oz. 49 N 5158—11 inches tall. . . . \$1.79

**F** **Howdy Doody.\*** Shpg. wt. 1 lb. 4 oz. 49 N 5161—16 $\frac{1}{2}$  inches tall. . . . 2.99

**G** **Clarabell.\*** Shpg. wt. 1 lb. 4 oz. 49 N 5160—14 $\frac{1}{2}$  inches tall. . . . 2.57

Thrills! Excitement! Loads of creative fun animating famous characters of radio, movie and television fame. Provides wonderful outlet for youngsters with vivid imaginations. Finger-fitting mitts are easy to use . . . fit both adults and children. Make puppets nod, wave, bow with just a bend of the fingers. Flexible Vinylite plastic heads are washable. Each puppet wears an appropriate costume of bright colorful fabric. Each is about 8 inches high. Lots of fun putting on your own show with 2 or more hand puppets. Shipping wt. each 6 oz. \*©KAGAN

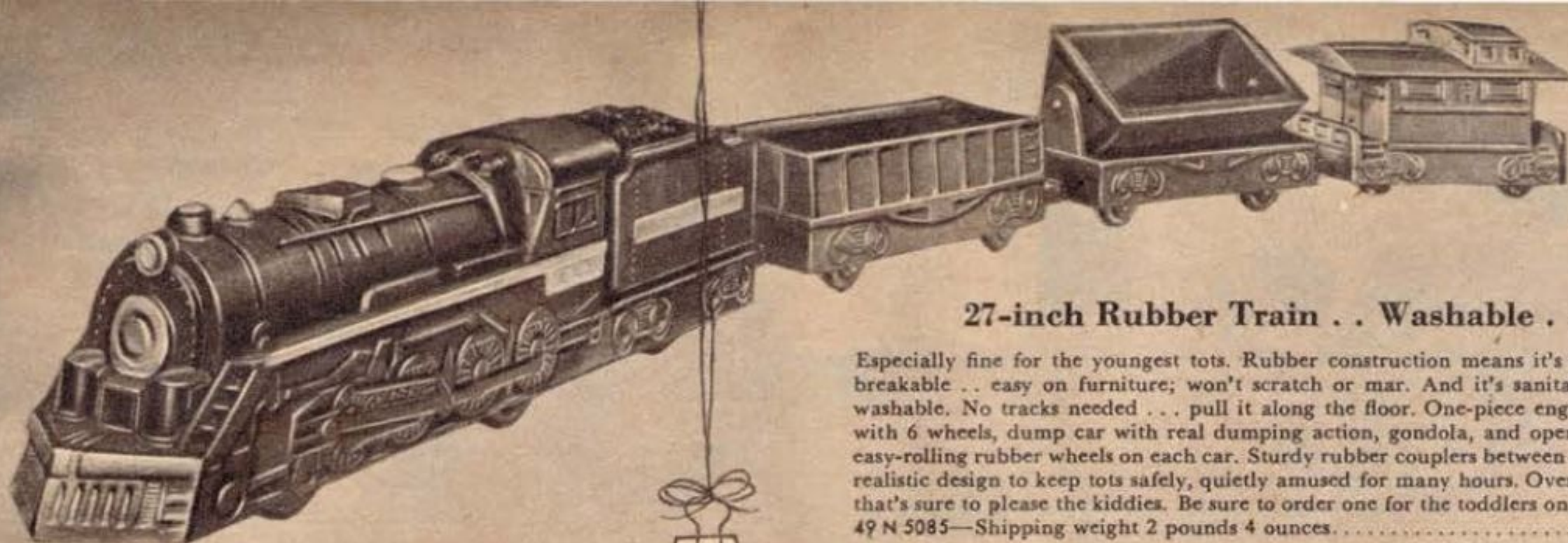
**H** 49 N 5104—Howdy Doody\*. . . . 89c

**J** 49 N 5105—Clarabell\*. . . . 89c

**K** 49 N 5107—Roy Rogers. . . . 89c

**L** 49 N 5106—Princess Summerfall Winterspring\*. . . . 89c





HAPPY-TIME

### 27-inch Rubber Train . . Washable . . Sanitary

Especially fine for the youngest tots. Rubber construction means it's practically unbreakable . . easy on furniture; won't scratch or mar. And it's sanitary because it's washable. No tracks needed . . pull it along the floor. One-piece engine and tender with 6 wheels, dump car with real dumping action, gondola, and open-end caboose. Four quiet, easy-rolling rubber wheels on each car. Sturdy rubber couplers between all cars. Brightly colored in realistic design to keep tots safely, quietly amused for many hours. Overall length 27 inches. A gift that's sure to please the kiddies. Be sure to order one for the toddlers on your Christmas list. 49 N 5085—Shipping weight 2 pounds 4 ounces. **\$1.53**



### Christmas Stockings

Chuck-full of gifts. Cotton net stockings with assorted plastic toys that average about 3½ in. long. **Low as 87c**

**Girls' 27-in. Stocking.** Abt. 26 pcs. Doll, doll bed, dishes, goblets, glasses, other assorted toys. 49 N 5129—Shpg. wt. 1 lb. . . . \$1.79

**Boys' 27-in. Stocking.** About 18 pcs. 6-pc. freight train (26 in. long), 5-pc. circus train (12 in. long), etc. 49 N 5128—Shpg. wt. 1 lb. . . . \$1.79

**Girls' 19-in. Stocking.** Abt. 16 pcs. Sand toy, doll, doll bed, 4-piece circus train (9½ in. long), etc. 49 N 5127—Shpg. wt. 12 oz. . . . 87c

**Boys' 19-in. Stocking.** Abt. 15 pcs. 4-pc. circus train (9½ in. long), cars, trucks, 2 boats, others. 49 N 5126—Shpg. wt. 12 oz. . . . 87c



### Sturdy Plastic Floor Toys . . Trucks, Bus, Tractor

**A Fix-it Truck.** Wheels can be changed with wrench. Spare wheel in locker. Plastic jack works—metal wrench, screwdriver, hammer. 49 N 5111—8 in. long. Shpg. wt. 12 oz. . . . \$1.09

**B Pet Shop Delivery Truck.** 6 dogs—(vinyl plastic, 1½ in. long) in partitioned cubicles. Transparent overhead doors fold up or down. 49 N 5051—10 in. long. Shpg. wt. 1 lb. . . . \$1.47

**C Dump Truck with scissor action.** Chute on side of body can be attached to unloading door. Lever raises and lowers body. 49 N 5149—10½ in. long. Shpg. wt. 1 lb. . . . \$1.39

**D Coca Cola Truck.** Has simulated cases of "coke," plus 6 removable dummy miniature cases. Modern cab design like real truck. 49 N 5042—10 in. long. Shipping weight 12 oz. . . . 98c

**E Trailer Truck with Bulldozer.** Tractor truck has detachable trailer. Bulldozer with movable scraper stands on trailer. 49 N 5075—12½ in. long. Shipping weight 8 oz. . . . 89c

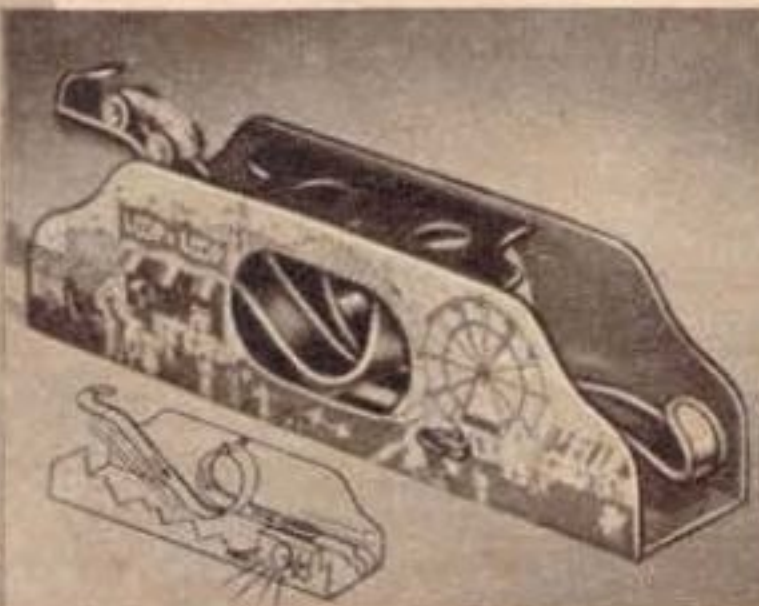
**F Caterpillar Tractor and Dump Wagon.** Dump trailer can be uncoupled. Bottom opens to dump load. Realistically detailed. 49 N 5045—12 in. long. Shipping weight 7 oz. . . . 92c

**G Bus.** Transparent top is removable. Fun moving 4 passengers to different seats. Realistic. Miniature hat, suitcase molded in rear. 49 N 5043—10 in. long. Shipping weight 12 oz. . . . 98c



### Musical Carousel

Merry-go-round plays jolly tune as it revolves. Self-winding motor is easy for tots to operate; just push the lever and away she turns . . airplanes flying, merry tune a'tinkling. Bright metal. 11x12½ inches high. 79 N 05794—Shpg. wt. 4 lbs. . . \$3.62



### New! Loop-a-Loop

Breath-taking action. Release lever, track begins see-saw motion. Metal car races down track, up and over, through loop to end of track, bell ringing. Continuous action! Lithographed design. Clock-spring motor. Metal, 19½ inches long. 49 N 5850—Shpg. wt. 3 lbs. . . \$2.49



### Automatic Brake Car

Set brake lever on rear of car for STOP anywhere from 1 to 8 feet . . see how close you can come to any object. Push car . . when it has run the set number of feet it comes to a screeching stop! Many close calls! More fun with 2 or more. High-impact plastic. 49 N 5863—9 in. long. Wt. 12 oz. . . . 89c



### 5-pc. Toy Truck Set

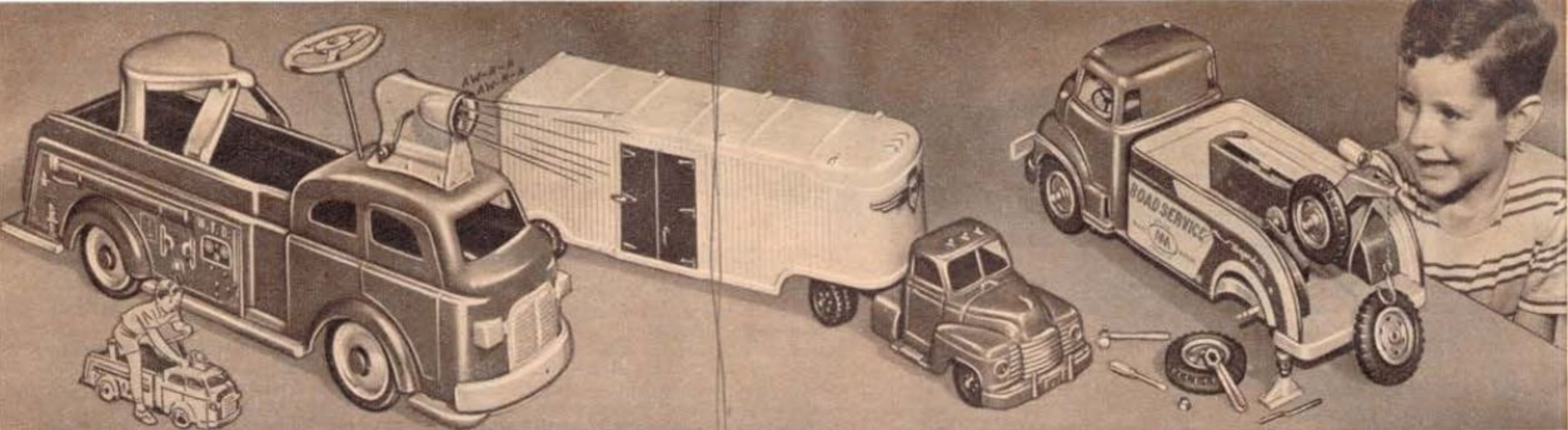
De luxe assortment of 5 miniature plastic trucks to delight any active youngster. Set includes a semi-trailer lumber truck with miniature logs, T.V. repair truck, truck with steam shovel, semi-trailer moving van, semi-trailer stake truck with removable sides. 5 to 9½ in. long. Shipping weight 2 pounds 4 ounces. 49 N 5057 . . . \$1.79

Shop early, then relax and enjoy the holidays

PAGE 227. . TOYS, RUBBER TRAIN

WishbookWeb.com





### Rider Fire Truck . . Siren, Flashing Light

- Red searchlight flashes as hand siren is operated.
- 31½ in. long . . children can actually ride and steer.

Heavy duty fire engine with bicycle-type seat 11½ in. from floor. Tail-gate swings open. Automobile-type chassis of extra-heavy gauge steel . . reinforced and welded construction . . red enamel finish. Real steering wheel. Rubber tires. Lithographed fire-fighting equipment at sides. Flashlight battery included.

79 N 05970—Shipping weight 15 pounds. . . . . \$7.29

### Hauler, Van Trailer

Just like big coast-to-coast freight trucks. Detachable van is raised and lowered by lever. Molded of new, tough, colorful plastic. Doors at rear and side of truck open. Dual wheels on van. 22 in. long overall. Bright colors.

49 N 5924—Shipping wt. 3 lbs. . . . \$2.98

### New! Auto Service Truck

With 5-pc. set of miniature repair tools. Chassis of heavy gauge steel, cab of sturdy, high impact plastic. Miniature jack that really works. Removable wheels. 2 spare tires and wheels. Two tool boxes for storing. Wrecker has crank operated chain. Truck 15 in. long.

49 N 5939—Shipping weight 4 lbs. . . . \$2.69

### Just Like Big Trucks!

Finely detailed *scale models* brought down to popular prices. Die-cast detachable cab has authentic "5th wheel" type trailer hitch, locks automatically when backed into trailer. 6-wheel cab-over-engine tractor has dummy headlights, signal lights, metal bumper. Trailers have heavy gauge steel chassis of reinforced, welded construction. Retractable parking gear. Individually mounted, dual tandem rear wheels. Die-cast wheels, truck type treaded rubber tires.

**A** De luxe Van Truck. Polished aluminum body, decorative decals on sides. Double rear door, single side door open and close. 24 in. long, 6 in. wide, 9 in. high. 79 N 05966—Shpg. wt. 8 lbs. . . . . \$9.79

**B** De luxe Trailer Truck . . . king-size. Embossed aluminum bed. Removable hardwood sides have metal trim, decorative decals. 24 inches long, 6 inches wide, 6 inches high. 79 N 05965—Shipping weight 7 lbs. . . . . \$7.69

### New 34-in. Aerial Ladder Truck

**C** Working model of actual fire-fighting equipment. Constructed of heavy steel and aluminum. Two sturdy 2-section ladders on 360° rotating base elevate with crank at side. Two auxiliary ladders also included. Ladders extended reach nearly 4 ft. above the ground. Front wheels have "knee action." Dual rear wheels; rubber tires. Fine engine red enamel finish with bright aluminum ladders, trim. Mock searchlight.

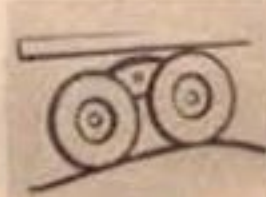
79 N 05982—Shipping weight 11 lbs. . . . . \$14.98

ACCURATELY DETAILED

Action Toys

FROM SANTA'S WORKSHOP

### FREIGHT TRUCK FEATURES



Rear wheels adjust to bumps



Retractable parking gear



Detachable cab has 5th wheel



Die-cast metal cab



### Sanitation Truck

Sliding overhead door—"opens" and "closes." White enamel finish. Lithographed steel body. 13 in. long. 49 N 5907—Wt. 1 lb. 10 oz. . \$1.27

### Auto Transport

Sleek 8-wheel type. Two 6-in. plastic cars on detachable trailer. Heavy steel; bright colors. 23 in. long. 49 N 5936—Wt. 3 lbs. 4 oz. . \$2.09

### Road-builder Truck

Scoop loader picks up loads, dumps into body. Spring lever action—tailgate opens; body dumps automatically. Steel body; enamel finish. 20½ in. long. 49 N 5938—Shpg. wt. 6 lbs. \$2.49

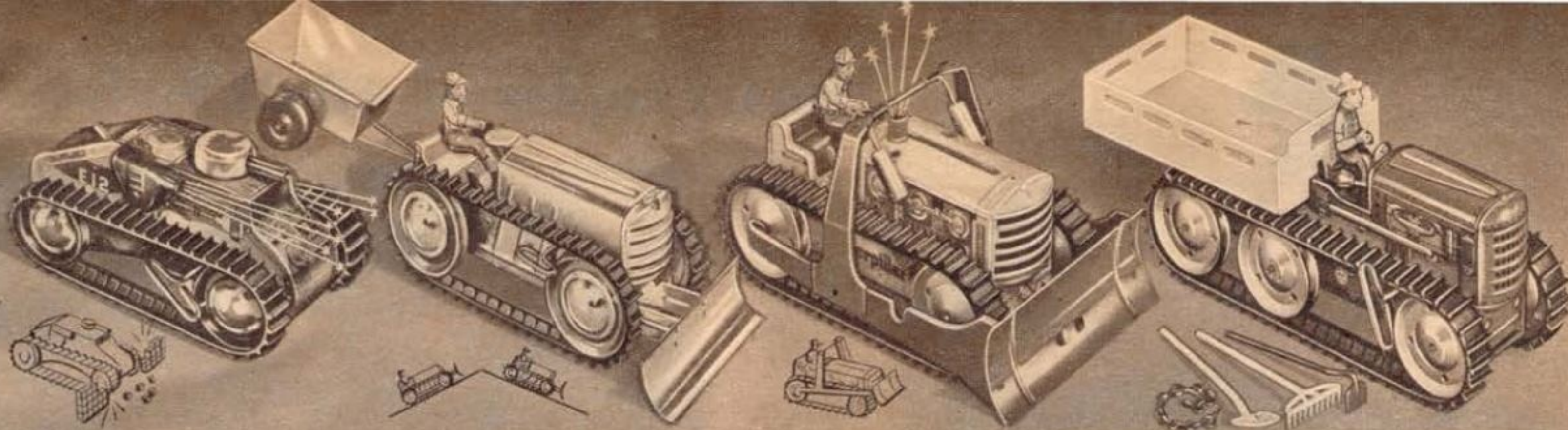
### Jeep and Trailer

Real electric headlights. Hood, windshield raise, lower. Drop tailgate trailer. Heavy steel; enamel finish. 22½ in. long. Flashlight battery included. 49 N 5935—Shpg. wt. 4 lbs. \$2.98

### Steam Shovel

Really scoops and dumps. Cab revolves on swivel base. 2 cranks raise, lower boom; scoop shovel. 21 in. with boom out. Enameled steel. 49 N 5933—Wt. 4 lbs. . \$2.21





### Sparkling Steel Tank

True model army tank for lots of "rough and ready" boys' fun. Crashes toy walls; climbs up and over steep grades; shoots bright sparks as it moves. Clockspring motor rumbles. Heavy steel; camouflage colors. Rubber treads. 9½ in. long. 49 N 5797—Shpg. wt. 2 lbs. 6 oz. . . . \$2.85

### Aluminum Tractor Set

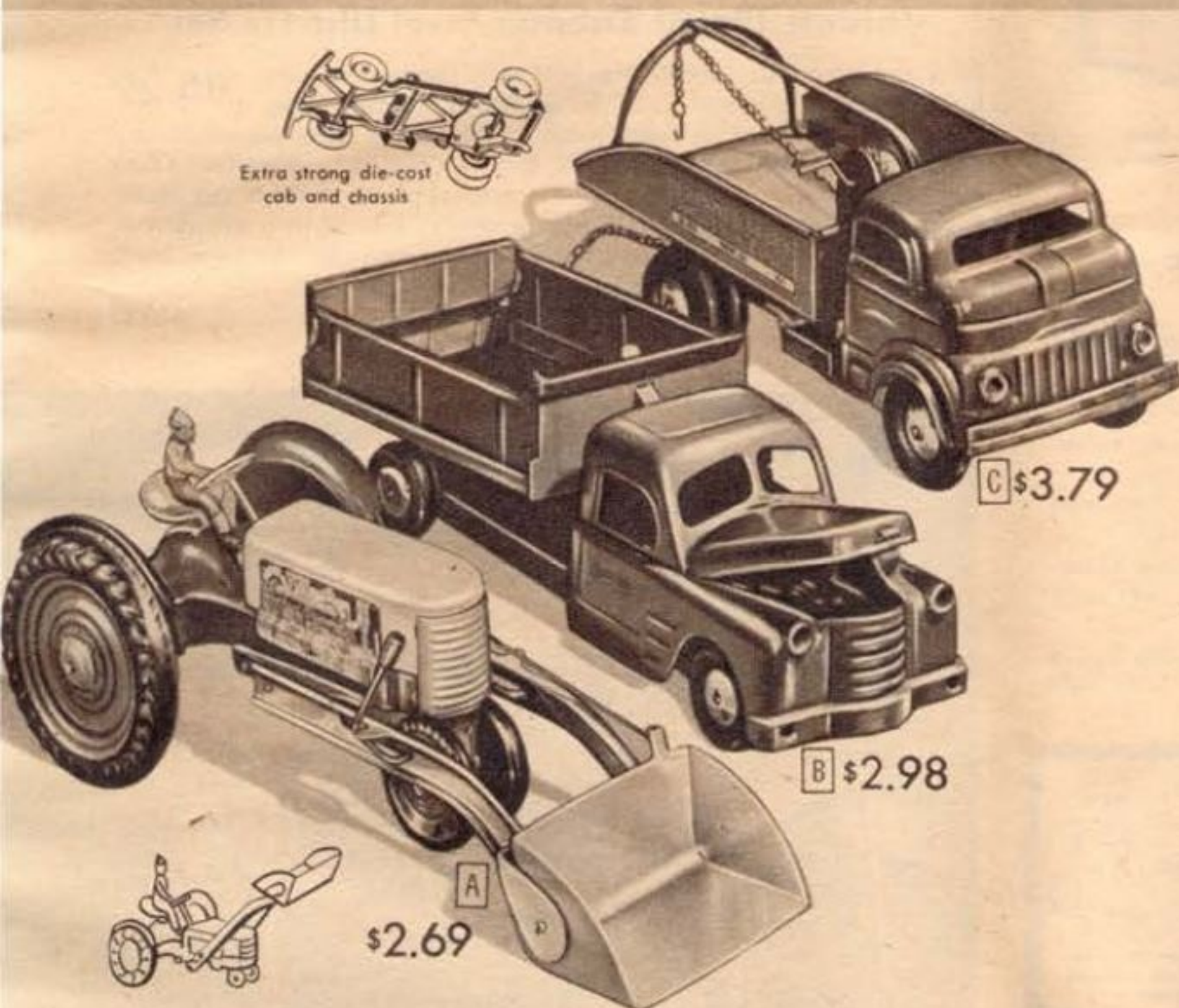
3-piece tractor set for a real "construction man." Tractor powered by clockspring motor pulls and pushes 20 times its own weight. Climbs 35° grades with ease. Rubber treads. Trailer, scraper detachable. 15½ in. long overall. 49 N 5753—Shpg. wt. 1 lb. 8 oz. . . . \$1.98

### Bulldozer Tractor

Sparks fly from exhaust pipe as heavy tractor "works" away. Hydraulic type scraper snaps up or down. Pulls extra heavy loads . . . climbs 35° grades. Lithographed metal body—authentic design. Clockspring motor, rubber treads. 10½ in. long. 49 N 5759—Shpg. wt. 2 lbs. 10 oz. . . . \$3.49

### Reversible Tractor Truck

Drive forward or backward, or change direction while in motion with lever. Powerful clockspring motor, brake. Climbs 35° inclines. Rubber treads. Steel body. Removable driver. 13¾-in. tractor plus assortment of miniature plastic farm tools. 49 N 5862—Shpg. wt. 3 lbs. 4 oz. . . . \$3.39



Extra strong die-cast cab and chassis

B \$2.98

C \$3.79

A \$2.69

### Big Loading Tractor

A Loads of playtime fun with this powerful-looking tractor. Makes clicking sound like motor. Has big scoop with lever to lift load and lever to dump. Driver behind the wheel. Huge rear wheels. Hook at rear for attaching implements, wagons, etc. Sturdy lithographed steel. 17 inches long overall. Wt. 3 lbs. 4 oz. 49 N 5934 . . . . . \$2.69

### Big Dump Truck

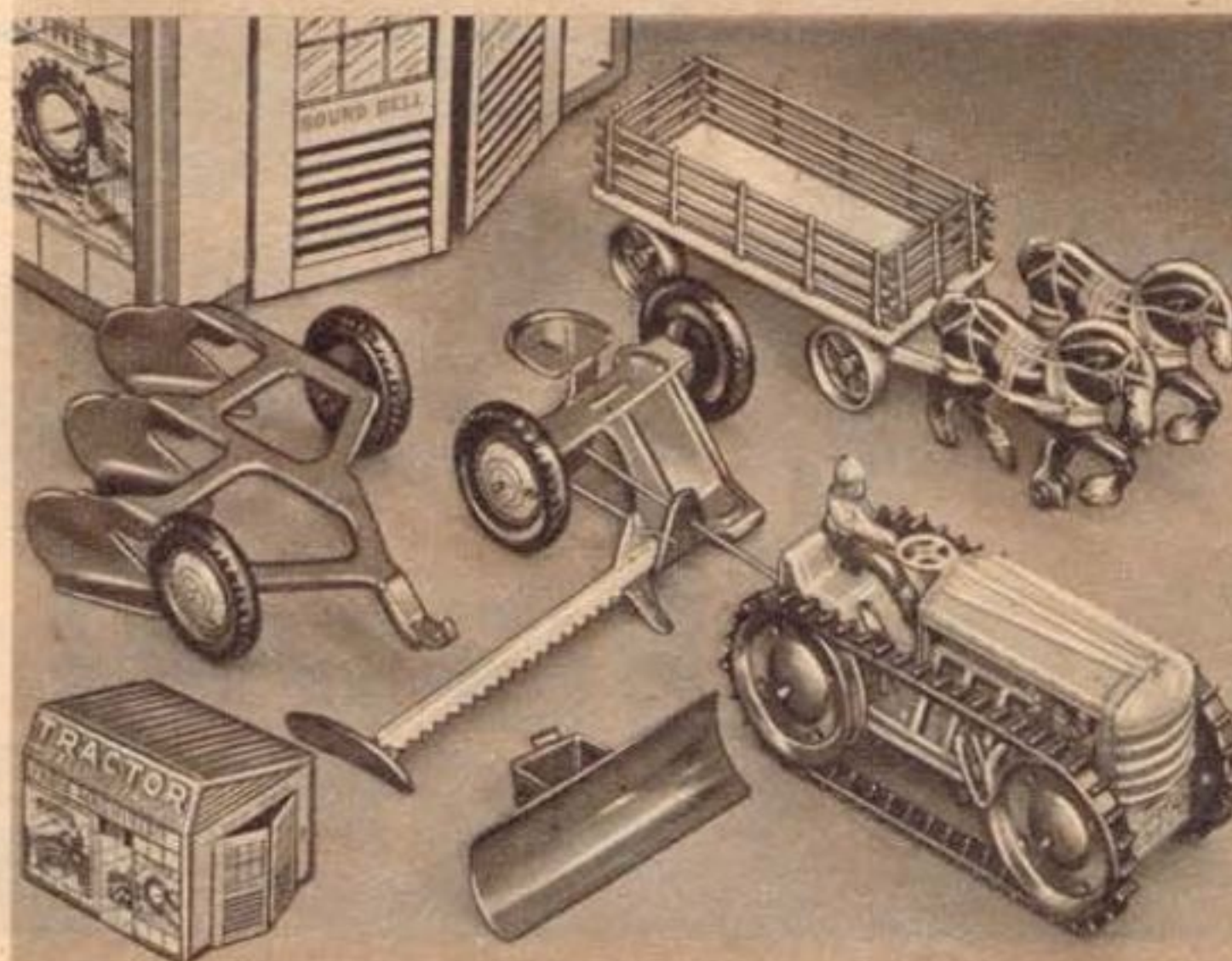
B He'll have a great time operating this big truck. Release spring lever; body dumps automatically, tailgate opens. Hood raises revealing "Fireball" plastic play motor. Treaded rubber wheels with shiny hub caps. Bright enameled metal. 19½ inches long. Shipping weight 4 lbs. 6 oz. 49 N 5902 . . . . . \$2.98

### Mechanical Tow Truck

C Heavy steel body; die cast cab and chassis. Crank operated winch with chain; tow chain on rear. Clockspring motor. Brightly enameled. 6 rubber-tired wheels, shiny hub caps. 12 in. long. Wt. 3 lbs. 6 oz. 49 N 5962 . . . . . \$3.79



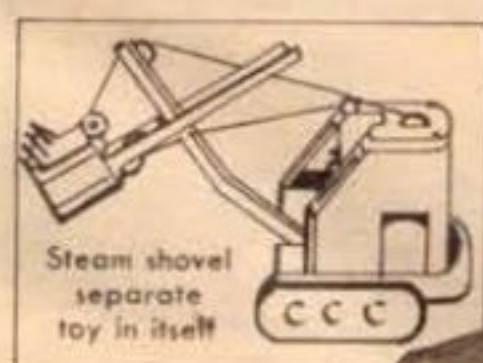
New! Giant Pan-American Airliner. Authentic replica of famous Clipper Planes. Heavy silver-color steel. 4 dummy motors with free-spinning propellers; dual wheels with tricycle landing gear. Loading ramp rolls up to door. 27½ inch wingspread. 21½ inches long. 79 N 05929—Shipping weight 4 pounds. . . . . \$2.98



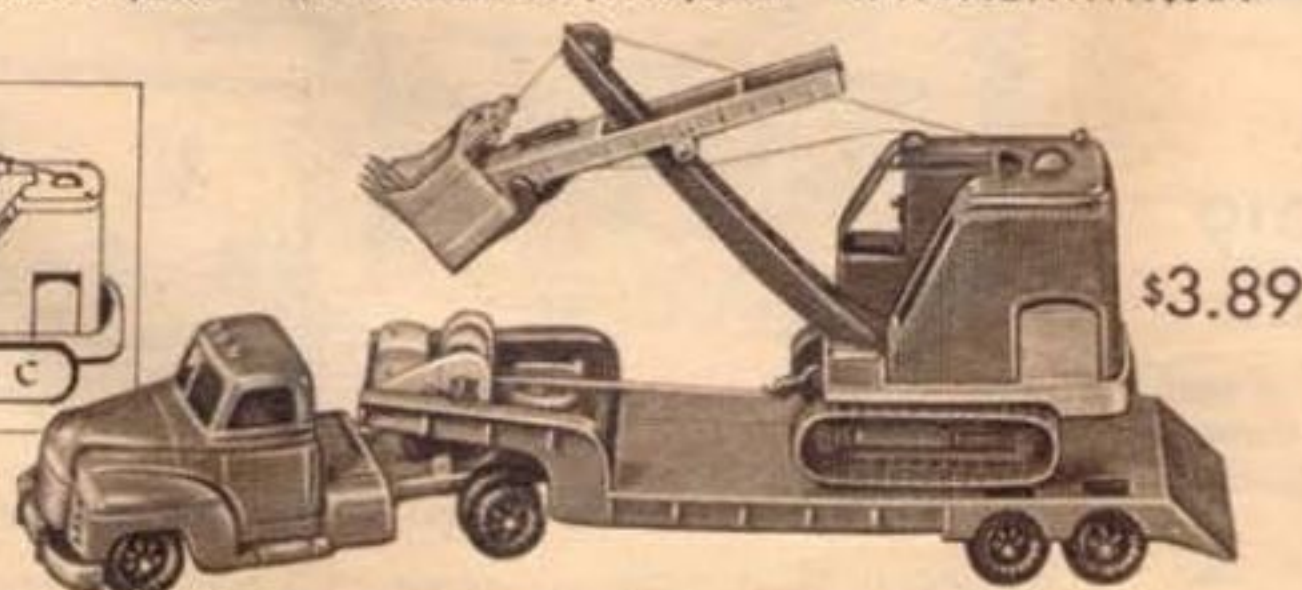
### NEW! 5-piece Climbing Tractor Set

- Heavy duty mechanical Tractor removable Road Scraper \$4.89
- Three-gang Steel Plow with lithographed metal wheels
- Steel Mowing Machine—cutting bar moves back and forth
- 4-wheel Plastic Stake Wagon with 2-horse team of lithographed steel

Farming fun! Powerful mechanical tractor has clockspring motor . . . will climb steep grades, pull heavy loads. Equipped with removable scraper, sure-grip rubber treads, brake and hook at rear for attaching implements. Lithographed metal driver. Tractor with scraper 10½x3¼x5¼ inches high. 4-wheel stake wagon with 2-horse team has swivel-mounted front wheels, removable sides. Big, sturdy corrugated box shed with perforated doors. Farmer will want to drive tractor in shed at night. Shed 15½x12½x11¼ inches. 79 N 05780—Shipping weight 5 pounds. . . . . \$4.89



Steam shovel separate toy in itself



\$3.89

Two-piece all-plastic outfit; Winch Truck and Steam Shovel. Newest design dropped type platform truck. Winch line and hook to load, unload mobile steam shovel. Steam shovel has boom and scoop

—turn easily with hand crank . . . mounted on 360° swivel base. Winch truck 22¼x4¾x4 inches high. Shovel 14 in. long, boom extended. 49 N 5954—Shipping wt. 3 lbs. . . . . \$3.89



# Smart copies of Adult Styles



Set folds compactly

## New All-steel Frame 3-piece Folding Bridge Set

- Tough, all-steel frames... withstand hard usage and playtime wear
  - Enameled white, with table top, chair seats and backs in red
  - Fiberboard tabletop has steel cross bracing for added strength
  - Folding table legs hold firmly by positive locking device
- Looks just like Mother's bridge set... built to scale for young tots' tea or play table. They'll love it for entertaining their little playmates... or playing by themselves.

**\$10.19**  
3-pc. set

Furniture of their own teaches children to enjoy caring for possessions... develops orderliness in play. Sturdy steel table has fiberboard top, 24 in. square, 20½ in. high.

Two steel chairs with fiberboard seats, 10¼x11¼ inches, 12¾ inches from floor. Overall height 24¾ inches. Rubber tips on front legs prevent slipping, scratching. Set folds compactly, edges and corners are rounded for safety. Shipped assembled.

79 N 09104L—Table and two chairs. Shipping weight 20 lbs. Set \$10.19  
79 N 09103—Matching extra chair. Shipping weight 6 pounds. Each 2.70



So simple to assemble, with new leg cleats

Ready to be painted any color quickly, easily!

## New Table and Chair Set... ready to be painted

- Save money by painting it yourself... in the children's favorite color
  - Three-piece set includes sturdy table and two straight chairs
  - Solid oak frames. Chair seats and table top made of Ponderosa pine
  - Extra matching rocker and straight chairs can be bought separately
- It takes so little time to paint this set yourself... and you'll save money by doing it, too! Let the children choose the color, and they'll love showing off the set to their little friends. New patented leg cleats make it ever-so-simple to put together. Sturdy wood construction makes it ideal for all-around playroom use.

**\$8.19**  
3-pc. set

Table 18x24 inches wide, 20 inches from the floor. Two straight chairs, about 23 in. high, have seats 11x11¼ inches, 10¾ inches from floor. Shipped unassembled.

79 N 09108—Table and 2 straight chairs. Shipping weight 20 pounds. Set \$8.19  
79 N 09109—Extra straight chair matches set. Shipping weight 4 pounds. Each 1.98  
79 N 09111—Extra 23-in. matching rocker. Seat 11x11¼ in. Shpg. wt. 5 lbs. Each 3.45



## Chrome Plated Tubular Steel Dinette Set

Sleek and beautiful, a set children will truly cherish and care for. Red and gray complement the sparkle of chrome. Table has red top, finished in baked enamel. Legs have triple-plated chrome finish, rubber-tipped to protect floors. 20x25-in. top, 21 in. from floor. Chair seat is upholstered in durable gray Tolon vinyl plastic; back in red plastic finish. Triple-plated legs have plastic protective feet. 12-inch square seat, 12 inches from floor. Frames are ⅝-inch tubular steel. All edges smoothed. Colorful, practical addition to any child's playroom.

**\$15.29**

79 N 09135L—Table and two chairs. Shpg. wt. 30 lbs. \$15.29

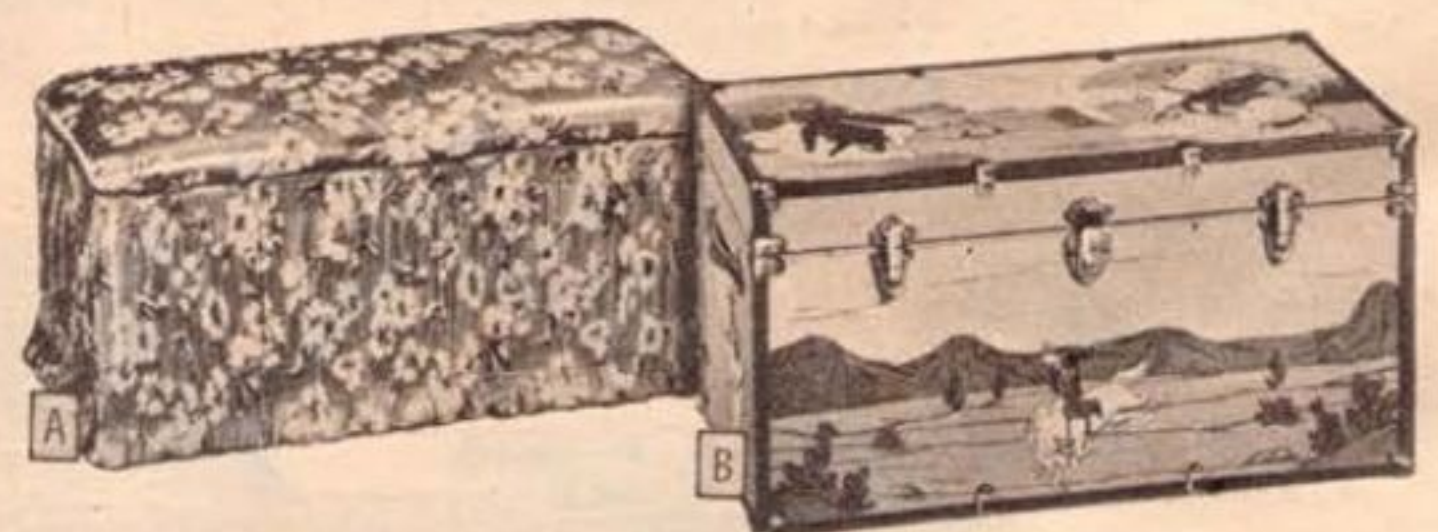


## Drop-leaf Dinette Set in Maple Finish

It's twice as much fun to play "house" when the furniture looks just like Mother's. Set is constructed of hardwood with beautiful maple finish. Table has drop leaves on two sides; top measures 19x23¾ in. with leaves extended; 19x13¾ in. when closed. Table top 18 in. from floor. Chair has seat 10x10 inches, 10½ inches from floor. 21 inches high overall. Sized just right for small folks' tea parties.

**\$5.95**

79 N 09102L—Table and 2 chairs. Shpg. wt. 14 lbs. \$5.95



## Teach tots to put their toys away

**A Wood Chest.** Cut! Was \$5.95  
Gay washable chintz covering, padded top. Steel hinges, lid support. Inside smooth maple finish. 13x13x25 in. 79 N 09072L—Shpg. wt. 11 lbs. \$5.69

**B Western Wood Chest.** Masonite top and bottom. Tan and brown. Metal covering; brass plated hardware. 28⅜x14¼x14¼ in. 79 N 09054L—Wt. 22 lbs. \$10.19



# Built for Children



Easy sliding roll top



Swivel chair tilts back



## Hardwood, Colonial Style Table-Chair Set

- Table and two chairs built just like fine adult furniture
  - Built of durable hardwood, medium-dark maple finish
  - Table top 21½ inches high . . . chair seats 12 inches from floor
  - Roomy table top is 24x18 inches . . . large enough for youngsters' entertaining or playing games. Comfortable curved wood slat seats 11½x11½ in. Extra matching chairs may be ordered to completely outfit playroom. With this fine furniture, tots will be kept busy for hours "keeping house." Chairs are shipped assembled. Screws included to attach table legs.
- 79 N 09110L—Shpg. wt. 24 lbs. . . . . 3-piece set (table, two straight chairs) \$11.19
- Extra Straight Chair. Same as straight chair above . . . matches table.
- 79 N 09002L—Shipping weight 7 pounds . . . . . Each 3.19
- Matching Rocker. With arm rests. 11½x11½-in. seat, 10½ in. from floor.
- 79 N 09004L—Shipping weight 9 pounds . . . . . Each 3.80

Was \$11.65  
\$11.19  
3-pc. set

## Juvenile Overstuffed Rocker

**\$10.29** What luxury for wee homemakers! Replica of a "big" chair, it's covered with tough red plastic. Walnut lacquered hardwood parts. 14x15-in. seat, 22¼ in. wide, 25 in. high overall. Freight or express.

79 N M9012—Wt. 20 lbs. . . . \$10.29

## Bentwood Rocker

**\$7.59** Gay red plastic upholstery on padded seat and back. Smooth hardwood frame, natural lacquer finish. No-sag springs. 15x14-in. seat, 12 in. high; 23 in. high overall. Shipping weight 13 pounds.

79 N 09007L . . . . . \$7.59

## "Musical" Rocker

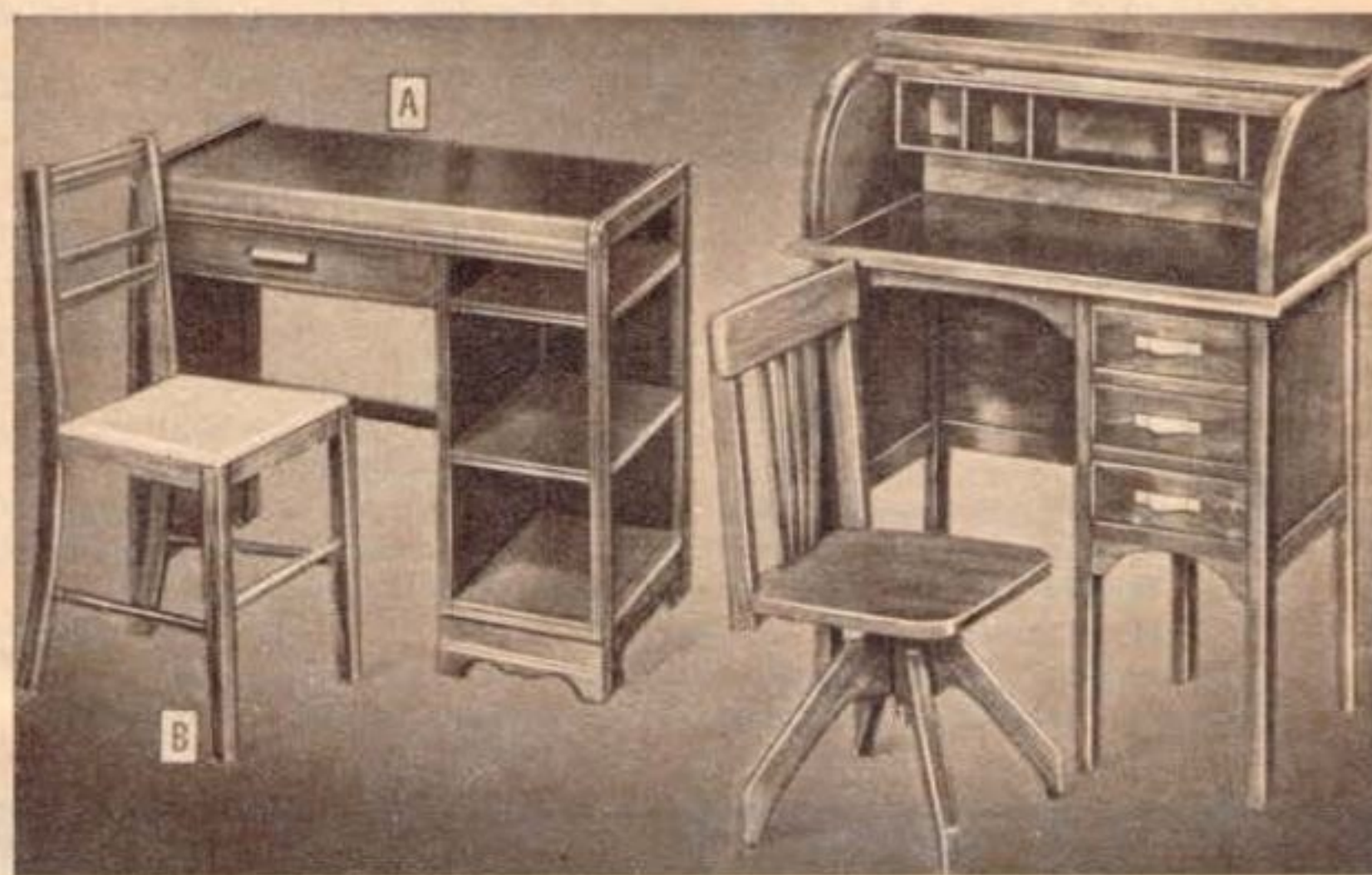
Was \$6.92 **Reduced!** Music plays as tot rocks. Swiss musical movement attached. Solid oak with panel back. 6-color Western design. 11x11½-in. seat, 11 in. high. Overall height 22½ in. Shipping weight 7 pounds.

79 N 09124L—Was \$5.92 Now \$5.69

## New De Luxe Desk with Tilt-back Swivel Chair

- Constructed of hardwood . . . handsomely finished in mellow maple
  - Shows careful detailing as in high quality adult furniture
  - 4 drawers, 5 pigeonholes give ample storage space for supplies
  - Desk top rolls . . . swivel chair tilts . . . safe for small youngsters
- Encourage your child's interest in learning . . . just think how proud he'll be with a desk and chair all his own . . . and so much like Dad's, too!
- Homework is fun when he sits down in the comfortable tilting swivel chair in his "make-believe" office. Chair has 12½x12-inch seat; adjusts from 12 to 18 inches from floor. Desk has 6 legs, desk top measures 30x16 inches, 26½ inches from floor. 36 inches high overall. Freight or express. **Only \$4.00 down on Easy Terms.**
- 79 N M9180—Desk and chair set. Shipping weight 60 pounds. . . . . \$35.59

**\$35.59**  
\$4.00 down



## Matching Desk, Chair

**\$19.95**  
Desk

**A** Little scholars take their studying seriously when they have a real desk of their own to use. Hardwood with rich maple finish. One center drawer, with metal pull, holds important supplies. Three side shelves for school books, beginner's library. Top is 34x20 in.; 30 in. from floor. Wt. 35 lbs.

79 N M9190 . . . . . Desk only \$19.95

**B** Matching chair has plastic covered slip seat, 15x14 in.; back 16 in. high. 33½ in. high overall. Shpg. wt. 8 lbs.

79 N 09191L . . . . . Chair only \$5.89

## Roll Top Desk, Chair

**\$28.39**  
\$3.00 down

A corner of his very own, complete with desk and chair is indeed an inspiration to any student, author or artist.

This professional-looking desk is styled for efficiency, with smooth-sliding roll top, 3 side drawers and 5 pigeonholes. Well constructed of sturdy hardwood with 3-ply veneer wood sides and back. Mellow maple finish. 6 legs. 27x15-in. top 35 in. high overall. Matching swivel chair has seat 12x12½ in.; adjusts from 12½ to 18 in. from floor. Shipping weight 50 pounds.

79 N M9179 . . . . . Desk and chair \$28.39





## NEW! ARMY TRAINING CENTER

Over 147 pieces Howitzer and Machine Gun actually shoot!

- If pieces were bought separately, this big play army would cost over \$10.
  - The "General" (in charge of the living room floor) can have many action-packed hours planning sham battles and training his specialist-soldiers.
- About 98 Vinyl plastic soldiers in various poses: on parade, marching with rifles and flags. Also combat soldiers firing bazookas, charging with rifles and bayonets, firing rifles, throwing hand grenades, bearing stretchers, etc. Accurately detailed for realistic effect. 2 stretchers also included.

Big Headquarters Building measures 11 x 7 x 6 inches high. Constructed of durable metal. Realistically lithographed. All edges turned for strength, safety. Very easy to set up.

Plastic Furniture for Headquarters includes: desk, swivel chair, army switchboard, rifle rack, crate, waste basket, map table, file cabinet, bench and side chairs.

Army Field Equipment includes: New 5-inch howitzer and 3 1/4-inch machine gun which actually eject the small dummy bullets. Other equipment: rifle on tripod, tents, stacked rifles, bazooka gun, flag, trees, rocks, half track, scout car, 16 sections of fence.

79 N 05920—Shipping weight 6 pounds. . . . . Complete 147-piece set \$5.89

22-piece set of extra soldiers (not illustrated) in a variety of positions.

49 N 5976—Set of 22 soldiers. Add set to 79 N 05920 above. Shipping weight 10 ounces. . . . . 87c



### Extra 3-dimensional Figures

Every youngster loves to add to his favorite cowboy, Indian or circus set. All soft vinyl plastic accurately detailed. Variety of poses. Sizes up to 2 3/4 inches high depending upon position. Shipping weight each set 10 ounces.

- |  |   |   |
|--|---|---|
| 12-pc. Indian Set. Chief, braves, squaws, etc. | 13-pc. Cowboy Set. Outlaws, sheriff, cowboy, etc. | 17-pc. Circus Performers. Clowns, trapeze artists, jugglers, etc. |
| 49 N 5977. . . . . 87c                         | 49 N 5978. . . . . 87c                            | 49 N 5979. . . . . 87c  |

232 . . SEARS, ROEBUCK AND CO. K



New! The stage is set for year-round enjoyment. Three-dimensional model sets in sturdy metal and durable plastic . . . straight from the wonderlands of excitement and adventure. Never before, in all our toy history, has such accurate scaling and lifelike detail been offered at such low prices.

## Mineral City . . Roy Rogers, Dale Evans

- An exact replica of an Old West town, complete with buildings, accessories, horses, cowboys, Roy, Dale, etc. \$589
  - Colorful lithographed metal building unit 27 1/2 x 6 x 9 in. Shows hotel, barber shop, express office, waiting room, bar-room, etc. Turn it around and inside is just as realistically detailed with:
  - 25 pieces molded plastic furniture . . . bedroom furniture for the hotel, teller's cage and slanted top table for bank, swinging doors, bar table, barber shop bench, barber chair, etc. All furniture well detailed.
  - 19 outside pieces . . . durable plastic. Hitching rails, lamp post, feed sack, barrel, bench, watering trough, crate with rifles, lantern, etc.
  - 21 plastic figures including Roy, Dale and dog Bullet . . typical poses . . . running, shooting, riding, fighting, etc. (Standing man 2 5/8 in. tall.)
  - 5 horses, 2 calves, buckboard, saddles, bridles, fence, trees, cactus, etc.
- 79 N 05923—Over 80 pieces. Sets up easily without tools. Wt. 5 lbs. . . . \$5.89

## Roy Rogers Double R Bar Ranch Rodeo

- Roy Rogers, Dale Evans and 8 cowboy rodeo figures, molded in lifelike vinyl plastic. Standing figures 2 1/2 in. high, others in proportion. Shows cowboys with lassoes, whips, with bucking horses and steer. Eight rodeo animals include rearing horse, bracing cow pony, etc. (Even a small calf for branding.)
  - Three-stall rodeo chute with swinging gates. 9 1/4 in. long; 4 3/4 in. wide; 4 1/4 in. high. Molded in sturdy plastic with authentic detail. Six removable saddles and reins for horses, molded in soft flexible vinyl so that young cowhands can put them on or take them off. Plastic buckboard wagon with seat has realistic spoke wheels. Equipped with vinyl harness to permit hitching and unhitching horse. Cactus, tree, flag and pole, etc. 12 sections interlocking fence . . Double R Bar archway.
- 49 N 5922—Sets up easily without tools. Shpg. wt. 2 lbs. . . . . \$3.85

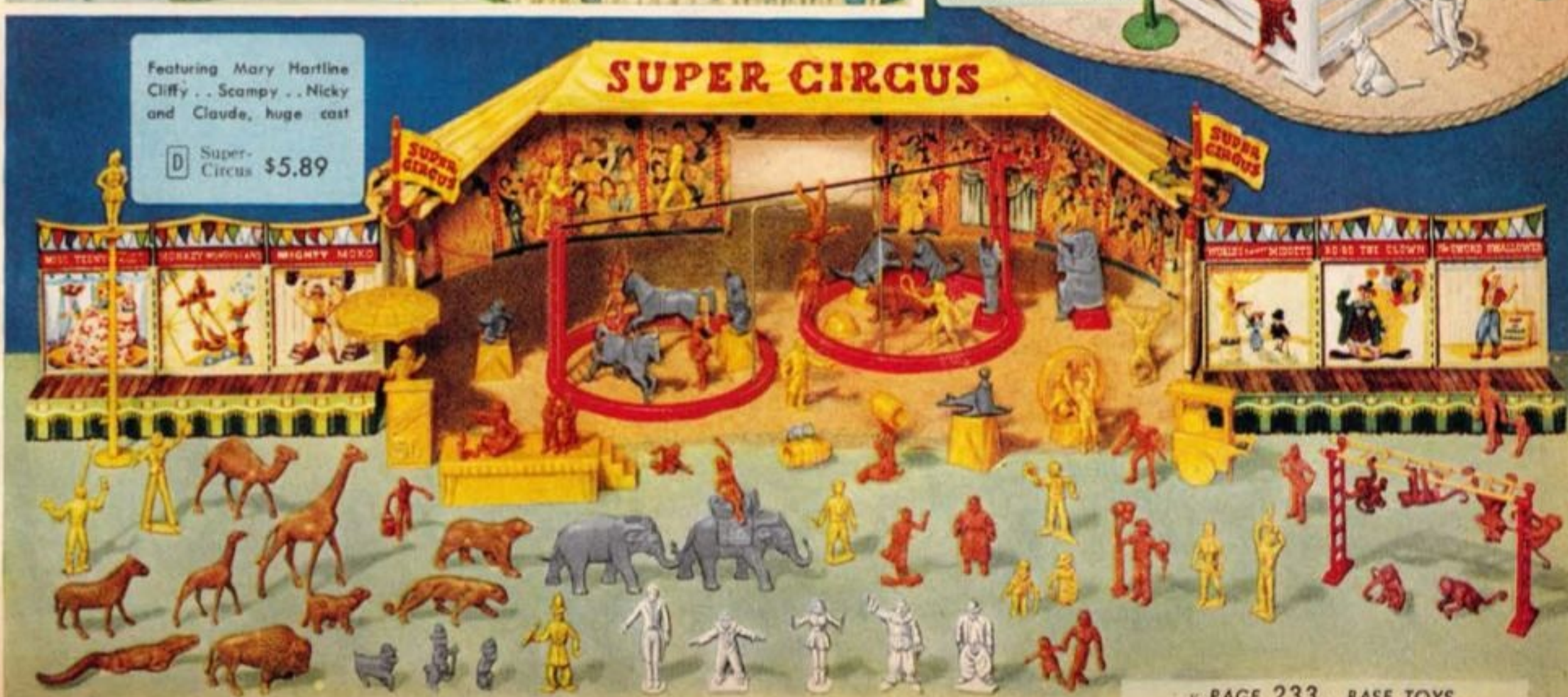
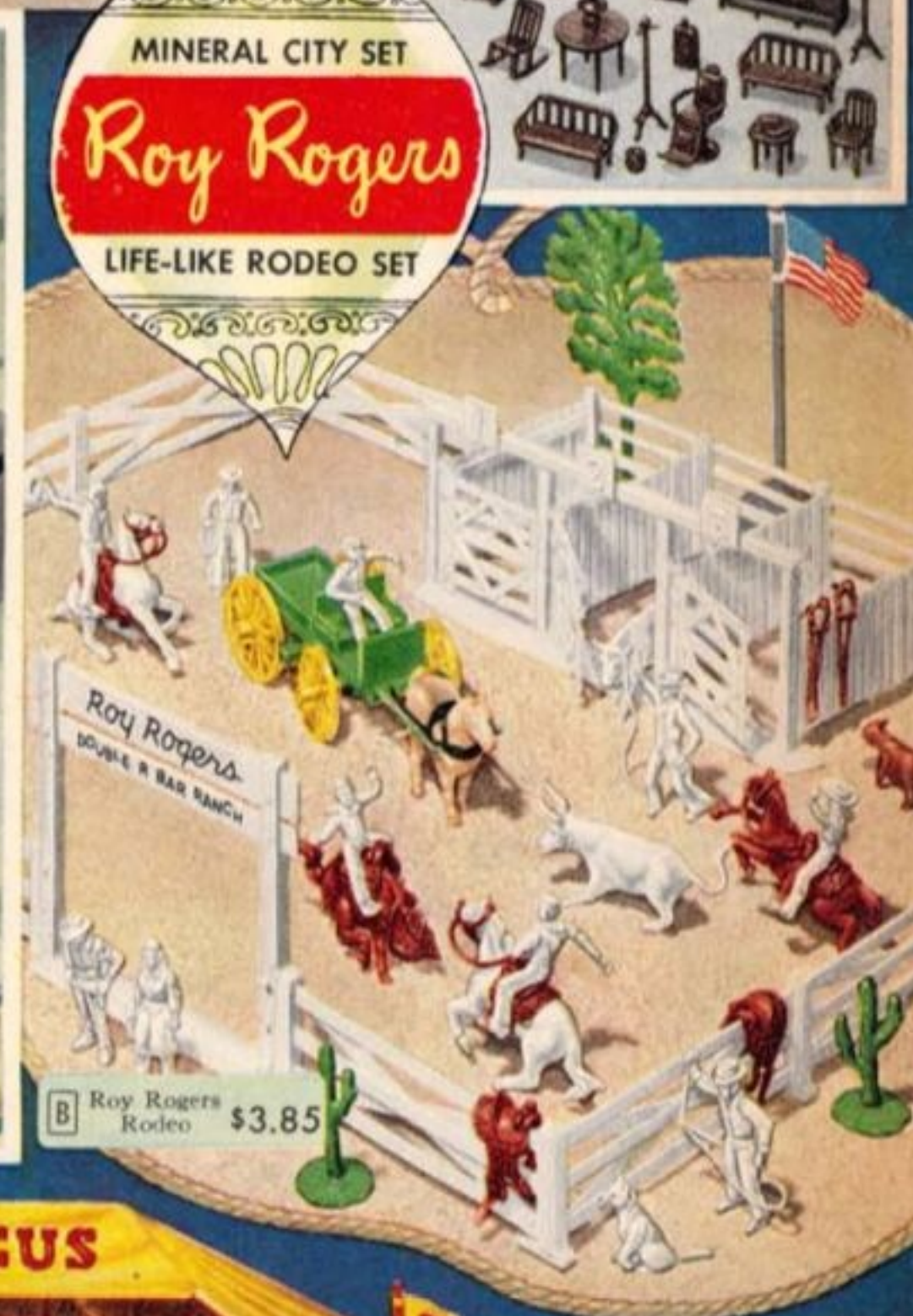
## Tom Corbett 25th Century Space Academy

- Plenty of action! Official model of Tom Corbett's Space Academy . . rocket ships, flying saucers, radar, shooting rocket guns plus Tom Corbett Space Cadets in uniform or in space suits. Also, some of Tom's enemies, men from Mercury, etc.
  - Space Academy Building: 12 in. long; 6 1/4 in. wide, 11 in. high. Made of steel with lithographed futuristic design. Insignia on tower: Plastic observatory dome with sliding hatch. Academy enclosed by 8 interlocking wall sections. Massive gate has swinging doors.
  - Outside Equipment: Observatory dome (for Academy bldg.), multiple fuel storage tank, radar unit with antenna, supply warehouse, gravity chamber, searchlight unit, relay tower, telescope, multiple disc antenna, futuristic camera, ray gun, space rocket car. Clicker with space code.
  - Action accessories: Two flying saucers with launching platform. Simply release lever and saucer rises into space. Three streamlined rocket ships with 1 rocket catapult platform. Spring mechanism shoots rockets, which are molded of plastic with soft vinyl tip. Rocket shooting pom pom gun shoots small pellets against enemy. (10 plastic shells included.)
  - Space cadets and space people: Sixty figures molded in flexible plastic. Includes Tom Corbett, space cadets, men from space, frogmen, and others. 15 have removable transparent helmets. Others have ray gun, geiger counters, etc. Academy equipment includes instruction chart on easel, flight file, instruction table, control chair, cadet desks, control panel unit, benches, ladder with platform, etc. Realistically detailed.
- 79 N 05930—Sets up easily without tools. Shpg. wt. 5 lbs. . . . . \$5.89

## Super Circus with Mary Hartline Cluffy—Scampy—Nicky—Claude

- Hurry! Hurry! Hurry! It's colorful, it's true-to-life. Complete set with all necessary equipment . . bars, trapezes, circus people all of plastic.
  - Large Steel Tent. Colorfully lithographed, 24 3/4 in. long; 10 1/4 in. wide, 9 1/4 in. high. Easy to set up without tools. Also, 2 metal midway signs, with all necessary wires for tight ropes and trapezes. Set of rings, bars, ladders, pedestals, etc. Other circus accessories include barker's booth with umbrella, popcorn wagon, performer's platform, pedestals, barrels, etc. 35 circus people in various positions: bare-back riders, tight rope walkers, clowns, strong man, sword swallower, fire eater, ring master, lion tamer, man on stilts, vendors, visitors. Sizes from 1 1/4 in. midgets to 2 3/4 in. tall man. 21 circus animals: 6 monkeys, elephants, horses, lions, dogs, seal, etc. 10 wild animals: giraffe, baby giraffe, tiger, camel, alligator, bear with cub, leopard, buffalo, zebra, etc. It's easy to put on your own playtime shows with this thrilling set.
- 79 N 05931—Sets up quickly without tools. Shipping weight 5 lbs. . . . \$5.89







## NEW! De Luxe Top Grain Set . . authentic styling



\$8.85

Side Loader  
Action

- Genuine top grain cowhide throughout. Black on natural . . preferred by "tophands."
- BIG nickel-plated 11½-in. SIDE LOADER pistols, revolving cylinders.
- BIG two-tone double holsters.
- Leather "hand-laced" edges.

Any young ranchero will feel like his favorite Western hero when he sports OUR BEST holster set. Holsters about 13¾ in. long . . decorated with simulated jewels and nickeled "studs." Three-section shaped belt with leather lacing, adjusts for 22 to 32-inch waist. Leather leg ties. Shpg. wt. ea. 3 lbs. 5 oz.

49 N 2670—Cap-firing pistols . . \$8.85  
49 N 2671—Non-firing pistols . . \$8.85



\$5.89

Side Loader  
Action

### New! "Alligator" Set

- 2 big nickel-plated Western SIDE LOADER 11½-in. pistols. Revolving cylinders.

• Split cowhide leather belt, holsters embossed with alligator design. Santa Fe white background; 4-point cutout trim, 2½-in. "alligator" belt and holster have felt backing. Simulated jewels, chrome studs, Western buckle. Fits 22-32-in. waist. Leg ties. Big pistols for big boys.

49 N 2795—Cap-firing pistols  
49 N 2796—Non-firing pistols  
Shpg. wt. ea. 3 lbs. 2 oz. Each \$5.89

### Black and White Set

Here's a double holster set that's fancy, but tough and ready for action. Split cowhide Wyoming sling-style holsters have chrome studs and metal steerhead conchas. Plastic "hand-laced" sides and leg ties. Decorated belt has 3 dummy bullets and 1¼-in. western buckle. (Fits boys' waist sizes 22-32.) 9¾-in. break barrel nickel-plated pistols.

49 N 2791—Cap-firing pistols  
49 N 2792—Non-firing pistols  
Shpg. wt. 2 lbs. 4 oz. . . . . \$4.55



\$3.98

**Official Roy Rogers Holster Set.** Roy and Trigger embossed on antiqued-finish 10-in. split cowhide holsters. Initials "R.R." on holster studs. Plastic leg ties. 2 Roy Rogers nickel-plated 9-inch break barrel six-shooters. 1-in. adjustable belt, Western buckle. Wt. 2 lbs. 4 oz.  
49 N 2808—Cap-firing pistols . . . . . \$3.98  
49 N 2809—Non-firing pistols . . . . . \$3.98



\$2.98

**NEW! Yippee-ee! A low-priced Embossed Top Grain Set.** Hard-playing boys and girls will like this natural top grain leather. 9-inch holsters decorated with chrome nails and simulated jewels. Embossed belt with 6 dummy bullets; 1¼-in. Western buckle. Ranger nickel-plated break barrel 8-inch repeater pistols. Fits boys' waist sizes 22-32. Shpg. wt. 1 lb. 14 oz.  
49 N 2785—Cap-firing 49 N 2786—Non-firing \$2.98

Notice: Residents of Cal., Del., D.C., Idaho, Iowa, Miss., N. J., N. Mex., W. Va., Wis. order non-firing guns. Firing pistols not sold to minors under 16 in Ohio and Wash.



\$2.98

**Top Grain Single Set.** 12-in. "Wyoming style" natural embossed leather holster. 9¾-in. break barrel nickel-plated pistol. 2½-in. tapered belt fits 22-32-in. waist. Western buckle.  
49N2787—Cap-firing  
49N2788—Non-firing  
Wt. 1 lb. 8 oz. Each \$2.98



\$4.99

### Leather Chap Set

- NEW! Split cowhide chap and vest set for extra Wild West thrills.
- Honey brown color with black and red trim.

Leather belt with Western buckle; suede-like cotton leg straps on back. Decorated with chrome studs, sunrise conchas. Kerchief included. Shpg. wt. each 1 lb. 12 oz.

49N2810—Small (Age 4-6) \$4.99

Waist sizes 18-30 inches.

49N2811—Med. (Age 7-9) \$4.99

Waist sizes 20-33 inches.

49N2812—Large (Age 10-12) 4.99

Waist sizes 22-35 inches.



\$1.99

\$1.49

### Economy Chap Set

Durable suede-like cotton. 2-tone brown with beige fringe trim. Steerhead concha. Adjustable cotton belt; leg straps in back. Kerchief included.

49 N 2779—Small (Age 4-6).

Waist sizes 18-30 inches.

49 N 2780—Medium (Age 7-9).

Waist sizes 20-33 inches.

49 N 2781—Large (Age 10-12).

Waist sizes 22-35 inches.

Shpg. wt. ea. 1 lb. Each . . \$1.99

### Thrifty Single Set

2-tone 10-in. split cowhide. (Natural on Cherokee red.) Holster has studs and imitation jewels. Belt with Western buckle fits boys' waists 22-32-in. Plastic leg ties. 8¼-in. nickel-plated break barrel pistol. Shipping weight 14 oz.

49 N 2783—Cap-firing \$1.49

49 N 2784—Non-firing \$1.49

### Cowgirls' Skirt and Vest Set

Reindeer-color suede-like cotton; looks and feels like real leather. For fun-loving heroines of Western "good guys." Skirt adjusts with drawstring. Suede fringe on vest and skirt. Western conchas on skirt. Kerchief incl. Order holster to go with outfit.

49N2715—Small (Ages 3,4,5)

49N2716—Med. (Ages 6,7)

49N2724—Large (Ages 8,9,10)

Shpg. wt. ea. 1 lb. Ea. \$2.49



\$2.49





## Roy Rogers

"Movie" Alarm  
—at Cut Price



Roy and  
Trigger  
gallop (with  
each tick)  
on colorful  
Western  
scene dial

WAS \$3.28 \$2.79

Roy and Trigger gallop with each tick. This colorful alarm clock has famous Ingraham movement. Metal case, 4 1/4 in. high. Desert Sand (tan), pale Cactus Green, Sky Blue (light), or dark Saddle Brown. State color. Wt. 1 lb. 6 oz. 4 N 7306E-In gift box. . . . Special Christmas price. . . . \$2.79

## Hopalong Cassidy

\$7.65



To get youngsters home on time! "Hopalong Cassidy" wrist watch. Hoppy's picture on dial. "Good Luck from Hoppy" engraved on the back of the extra-small chrome-plated case. Back is stainless steel. Black leather Texas-style strap. By U. S. Time.

4 N 1866E. . . . . \$7.65

## Fairy Tale Favorites



**Snow White** watch for girls. \$7.65

Complete with "Magic Mirror." Mirror is built into "portrait style" box; easel on back for standing it up. Seven dwarfs pictured on gift box. Chrome-plated case; stainless back. 4N1881E-By U.S. Time 7.65



**Cinderella** watch for girls. \$7.65

With dainty plastic "glass slipper." Packed in lovely Disney gift box. Pink dial shows Cinderella dressed in blue for Prince Charming's ball. Chrome plated; stainless back.

4N1868E-By U.S. Time 7.65



**"Hopalong"** Field Glasses. \$2.39

3-power lenses. Sturdy neck strap. "Hoppy" is pictured on the black metal frames. Gift boxed. 4 N 6284E-Wt. 1 lb. \$2.39

**Tom Corbett, Space Cadet** Field Glasses. \$2.98

Artificial leather carrying case with insignia. Non-glare amber lenses magnify 3 times. 4 N 6285E-Wt. 1 lb. \$2.98

"RODEO" WATCHES

# Dale Evans Roy Rogers

FAVORITE WESTERN STARS

### Dale Evans Watches for Girls

Dale Evans, Queen of the West—her picture and autograph on the gayly colored dial of this small, extra-thin watch. Brilliant chrome-plated case; stainless metal back. Non-shatter crystal. Ingraham movement.

**A** 4 N 1869E—Watch with Texas-style "saddle tooled" leather strap. Silver-color metal buckle and tip. . . . \$4.95

**B** 4 N 1875E—Watch with cactus flower motif expansion band. Gently hugs small wrists. . . . \$6.95

### Roy Rogers Watches for Boys

Roy Rogers, King of the Cowboys, with Trigger, his golden palomino horse, on watches for young buckaroos. Non-shatter crystals. Chrome-plated case; stainless steel back. Ingraham movement.

**C** 4 N 1886E—GOOD quality with "saddle tooled" Texas-type leather strap, silver-color metal buckle, tip. . . . \$3.95

**D** 4 N 1860E—BETTER quality. Small, extra-thin case and movement with Texas-type leather strap. . . . Only \$4.95

**E** 4 N 1865E—BEST quality. Small, extra-thin case and movement. "Lariat Link" expansion band has stainless steel plate engraved with Roy's own signature! . . . \$6.95

**F** Roy Rogers Sterling Silver Expansion Watch Band with engraved "saddle buckle" ends. "Lariat Link" design. 4 N 1876E—Stainless steel back. Postpaid (wt. 1 oz.) . . . \$2.95

**GOOD**  
—with husky Texas-type leather strap

**BETTER**  
Extra-small case; Texas-type strap

**BEST**  
—with auto-graphed plate . . . "Lariat Link" expansion band

**ROCKY JONES,**  
Space Ranger

**TOM CORBETT,**  
Space Cadet

Genuine  
Jeweled  
Compass  
in the  
crystal

**G**

**H**

**J**

## "Out of This World" Watches for Space-Happy Youngsters!

**G Rocky Jones, Space Ranger** . . . a watch sure to thrill air-minded youngster with a taste for high adventure. Dial pictures Rocky (dressed in space suit), famous space hero, and his space ship. Case is chrome plated; has stainless steel back. Dependable Ingraham movement. Leather strap has colorful rocket scene. 4 N 1915E. . . . . \$3.95

**H Zoom! It's Tom Corbett, Space Cadet,** with Polaris, his supersonic space ship, pictured on the dial of this small, extra-thin watch. Genuine Tom Corbett leather strap, too—with thunderbolts, rocket ship, and other interplanetary insignia pictured. Chrome-plated case; stainless back. Ingraham movement. 4 N 1916E. . . . . \$4.95

**J Space Explorer**—for the interplanetary captain who has to know exactly where he and his operators are at all times! Jeweled compass is built right into the non-shatter crystal of this dependable watch. Husky chrome-plated case; stainless steel back. Ingraham movement. Leather strap pictures rocket ship and planets. 4 N 1917E. . . . . \$5.95

Watches (shpg. wt. ea. 4 oz.) and expansion band on this page sent postpaid. Bands and straps specially made to fit small wrists. Watch and clock prices include 10% Fed. Tax; field glasses, expansion band, 20%. Watches shown 3/4 actual size; all gift boxed.

BR PAGE 235 . . WATCHES







## A "FARM" OF HIS VERY OWN with Barn, Silo, 69 other pieces

Put real farm scenes under your tree



What fun running haylift . . . hoisting plastic bales of hay into the hayloft!



Look how this realistic plastic litter carrier slides along overhead rail



Look! Plastic tractor hitches too, pulls any of thirteen implements in set.

**A** Always something to do on this little farm . . . hundreds of chores to keep little play farmers busy for months. **Complete Set \$4.99**  
**Big hipped-roof metal barn.** Realistically lithographed sheet steel. Edges turned for strength, safety. Open at back; animals can be put in stalls. Barn is 9 1/4 in. high, 9 1/4 in. wide, 13 1/2 in. long. Has haylift and litter carrier that slides on overhead rail.  
**Big 10-inch silo** of sturdy brightly lithographed steel with plastic roof.  
**Plastic tractor; plastic implements to hitch to tractor.** Authentically detailed . . . everything a real farmer uses. Tractor, scraper, spiked-tooth harrow, corn planter, high-lift scoop, plow, stone boat and wagon.  
**18 colorful molded plastic farm animals and fowl;** cows, calf, saddle horse, colt, sow, baby pigs, goat, sheep, lamb, duck, ducklings, hen on nest, chicken, baby chicks and dog. All the animals you find on a farm. Horse is 2 3/8 in. high, others in proportion. Also 6 miniature birds.  
**Plastic milk pick-up platform;** milk cans. 16 sections of plastic fence.  
**Plastic barn accessories.** Includes feed bags, bales of hay, feed box, feed trough, pitch fork, shovel, block and tackle, milking stool, cow stall, etc. Barn, silo shipped flat. Easy to set up without tools. Implement, animal content may vary slightly.  
79 N 05950—Instructions included. Shpg. wt. 8 lbs. . . . Complete set \$4.99

## 16-piece Molded Rubber Equipment Set Looks like late model farm implements



Implements hook to tractor



Hitch horses to implements



Roomy shed; doors open

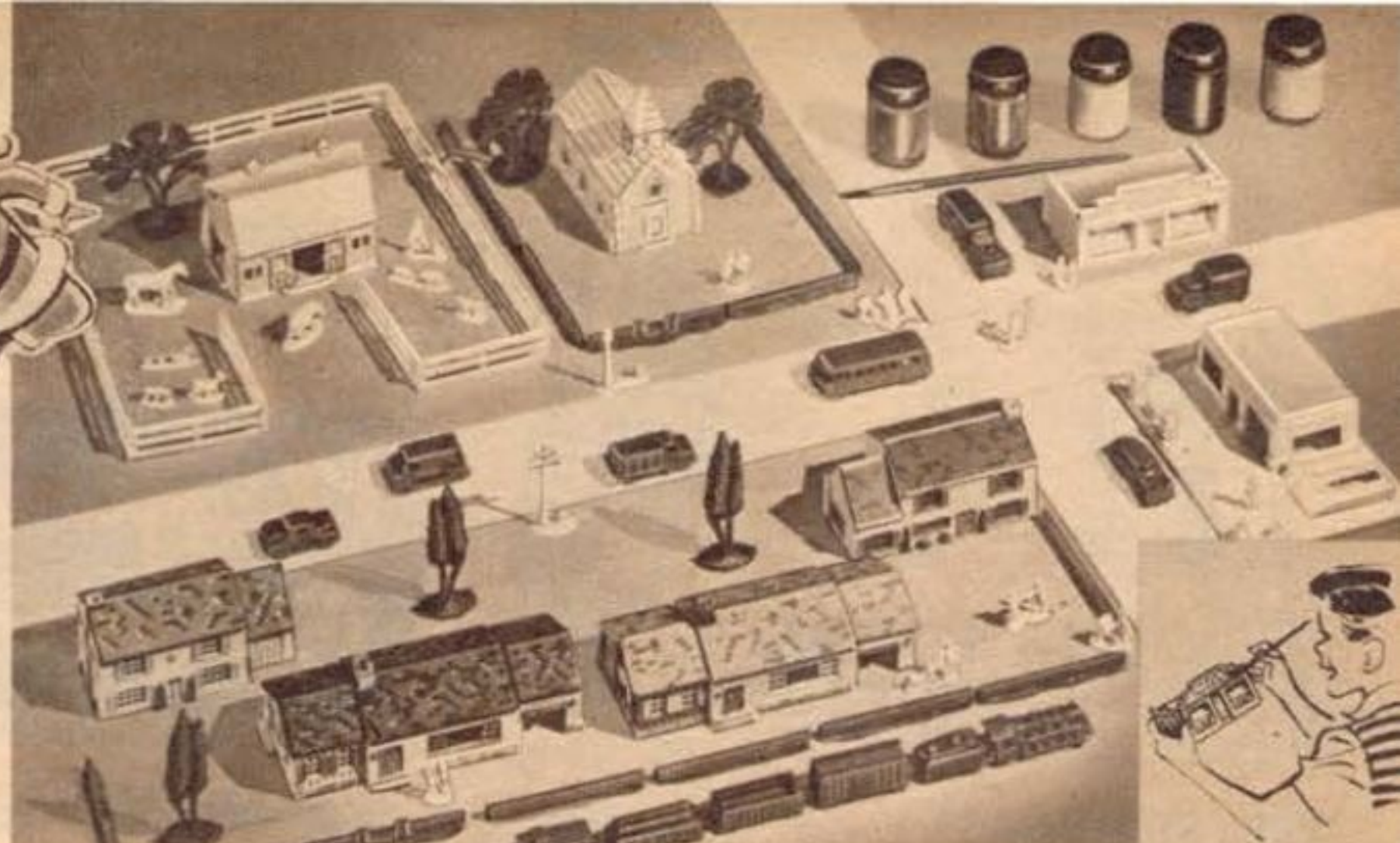
**B** Now your youngsters can have miniature farm implements. **HAPPI-TIME** rubber implements are modeled after Sears famous DAVID BRADLEY line. Realistically molded of washable, brightly-colored rubber . . . almost unbreakable! Easy-rolling wheels. Two-horse team (3 1/2 inches high), two-piece harness, whiffletree, heavy duty tractor (Allstate rear tires) farm wagon, plow, mule, manure spreader, hay wagon, mower, pulverizer, scraper and hay loader. All implements can be attached to either tractor, horses or both. Whiffletree permits hitching team to implements without unharnessing horses. Or, back them up and hitch to wagon shaft; turntable shaft lets front wheels make sharp turns. Packed in roomy corrugated cardboard shed with perforated doors that open. **\$1.98**  
49 N 5901—Shipping weight 3 pounds. . . . Complete 16-piece set \$1.98

## 18-piece Rubber Farm Animal Set

**C** More true-to-life molded rubber miniature farm animals and fowl for HAPPI-TIME Farm Sets. Washable rubber appropriately enameled. Practically unbreakable. **\$1.00**  
**Big 18-piece set includes** horse, 2 colts, cow, 2 calves, hog, 2 little pigs, 2 ducks, rooster, 4 hens, turkey, one sheep. All stand on solid bases. Horse 3 3/8 inches high, cow 3 3/4 inches long, other animals in proportion. Add a set of animals to HAPPI-TIME Sets above.  
49 N 5941—Shipping weight 1 pound 4 ounces . . . . . 18-piece set \$1.00

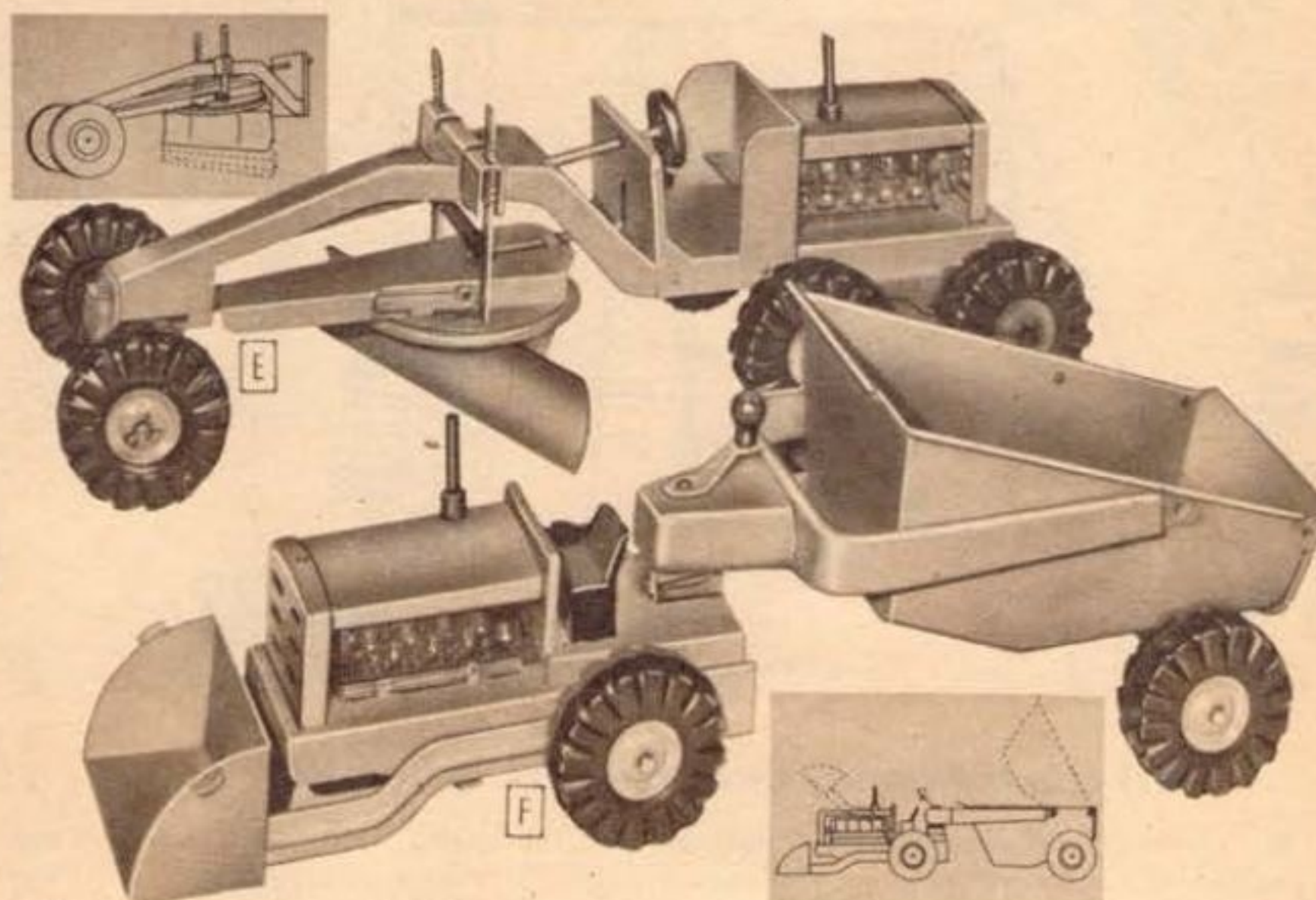
## 57-PIECE TOY TOWN FREIGHT TERMINAL Complete with Trucks, Cargo, Baggage

**D** Loaded with exciting play value. Toy Town Freight Trucking Terminal is a gift to thrill any youngster. **\$4.89**  
Plenty of make-believe jobs for all the kiddies . . . truck driver, freight checker; terminal manager. Fully equipped and ready for business . . . 57 pieces in all. Big 29x11x9-inch terminal made of sturdy lithographed metal . . . has loading platform, offices and storage areas. Metal ramp and barrel slide for loading and unloading freight. Five plastic figures doing chores at terminal . . . sweeping, carrying crates, handling and checking freight, etc. Equipment includes: 3 large plastic trucks; live skid; dummy scale; 3 plastic baggage wagons; 6 wooden barrels; 24 empty food cartons, etc. Brightly lithographed green tile roof, red brick walls. Lithographed claims office and cashier's window inside. Bright colors, durable reinforced construction. Safe . . . all turned edges. Shipped flat. Easy assembly.  
79 N 05946—Shipping weight 5 pounds. . . . . 57-piece play set \$4.89



## NEW! Paint-your own Village . . it's creative fun

- Over 70 pieces! Miniature village accurately scaled, detailed
  - Non-toxic paint set (5 assorted colors), camel hair brush
  - 8 sturdy white plastic houses and buildings in 3 dimensions
  - 14 sections (3 feet) of interlocking fence
  - People, animals, accessories (18 pieces)
  - 7 assorted vehicles plus 6 unit 11 1/2 in. tiny train
  - 20-piece set of plastic hedges and trees
- \$2.98**
- So new! So different! Fun for young and old to paint the buildings, people and animals! Add more backgrounds yourself from any materials of your own you have on hand . . . but this village is complete and accurate to the smallest detail. Ranch style house 6 1/4 x 2 3/4 x 2 inches high . . . all other pieces (barn, market, gas station, church, colonial houses) are in proportion.  
49 N 5963—Shipping weight 3 pounds 6 ounces. . . . . 70-piece unpainted plastic village \$2.98



## Road Grader and Earth Mover . . working models

- Authentically designed heavy gauge steel scale models . . dummy plastic engines
  - Reinforced construction . . realistically detailed . . heavy duty rubber tires
- E Road Grader.** 19 inches long. Six large wheels. Adjustable scraper raises or lowers. Cab has steering wheel to manipulate front wheels of grader. Shipping weight 7 pounds. **\$5.45**  
79 N 05969. . . . . \$5.45
- F Earth Mover.** Sturdy construction with rubber tires (steel insert discs in center). 20 1/2 in. long. Has front loader scoop which loads dump action body. (Dump action with hand crank). Shipping weight 7 lbs. **\$5.45**  
79 N 05968—Shpg. wt. 7 lbs. . . . . \$5.45



## Combination Sale! House 'n' Garden . . 2 toys in 1

- House:** Sturdy white metal cottage; colorfully and realistically lithographed inside and out. 11x7x6 1/2 inches high. Smooth turned edges. Indoor and outdoor plastic furniture. House shipped flat; sets up without tools. **Was \$3.18 \$2.49**
- 50-piece Truck garden.** Molded vinyl plants, animals, tools, people, etc. Farmer 2 3/8 inches tall; others in proportion. **\$2.49**  
49 N 5953—Wt. 2 lbs. 6 oz. . . . . Cut to \$2.49





### Tube Steel Gym Set with Glide-Ride, 2 Swings

With this popular-priced playground set, youngsters will want to stay safely in their own backyard for healthful, muscle-building fun. Children love the Glide-Ride feature... it enables them to get their entire bodies into action as they swing without help (through a push-pull action). One or two can ride. Glide-Ride level seat swing has tubular steel uprights, handgrips, footrests. Top bar of 2-in. tubular steel; 1½-in. steel uprights. Plated steel chains with ball bearing hangers. Two swings with wood seats. Trapeze bar and rings. Green enamel finish; red trim. Ground space 5½x10½ ft. Height to top bar 6 ft. 9 in.

79 N M7204—Easy to set up. Instructions included. Shpg. wt. 83 lbs. .... \$28.95

### Reduced! Big Gym Set with 2 Swings, Glide-Ride

Larger than set at left. Rigidly braced construction. One or two can ride Glide-Ride level seat push-pull swing, which has tubular steel frame, footrests and hand-rests plus hardwood seats. Two-in. welded top bar with V joints for 1¾-inch uprights. Two swings have non-tilt hardwood seats. Two tubular steel chinning bars. One trapeze bar; one pair of metal rings. High test plated steel chain, ball bearing hangers. Finished in weather-resistant red and green enamel. Takes up 6 ft.x9 ft. ground space. About 7 ft. high. Easy to assemble; nuts, bolts, instructions included. Order soon for many low cost fun-hours.

79 N M7166—Freight or express. Shipping weight 95 pounds. Was \$39.95. .... \$35.95



### Basketball Frame; Twin Ladders, Glide-Ride

Big variety of body-building fun, featuring steel basketball frame on wood backboard with cotton mesh net. (Ball not included.) Heavy gauge tubular steel with 2-in. top bar; 1½-in. uprights. 1-in. horizontal end braces double as chinning bars. Plated steel chains; ball bearing hangers bolted to top bar. Glide-Ride has tubular steel uprights, handrests, footrests. In center of set are 2 steel climbing ladders (1 on each side meeting at top bar) enabling child to climb up one side, down the other. 13-in. wide ladders have 1-in. steel uprights. Swing has non-tilt wood seats. Set takes up ground space of 5½x10 ft. Height to top bar 6 ft. 9 in. Enameled green; red trim. Nuts and bolts included.

79 N M7205—Instructions for set-up included. Shpg. wt. 100 lbs. .... \$47.29



### De Luxe Set with Glide-Ride, Ladder, Hoop

Larger than set at left. Extra strong 2-inch tubular steel top bar and uprights. Plated steel chains with ball bearing hangers. Glide-Ride level seat swing holds one or two; is pumped with hands and feet. Two swings with non-tilt wood seats. Trapeze bar and rings can be removed or adjusted. Steel basketball frame on wood backboard has cotton net. Horizontal bracings between uprights at ends of set double as tubular steel chinning bars. Sturdy all steel climbing ladder in center of set. Trapeze bar and rings add extra play value. All chains tested to hold 720 lbs. Set takes ground space about 6 ft. 9 in. by 11 ft. About 7 ft. 2 in. high to top bar. Enameled green and yellow. Nuts, bolts and instructions included.

79 N M7149—Freight or express. Shipping weight 125 pounds. .... \$53.95



### Indoor-Outdoor Slide

Smooth Masonite Presd-wood slide bed is 4 ft. long; 2 ft. 8 in. high at top, just right for tots. Wood ladder has 3 rungs; hand rails at top. Strong cross bracing at bottom.

79 N 07158L—Shpg. wt. 17 lbs. .... \$6.49

238 . . SEARS-ROEBUCK 2K



### Rocking Teeter

Strong steel rockers give fun filled teeter totter action. Sturdy wood cross bracers with 5½x14-in. wood seats and 1-in. wood dowel grips. Seats 17 in. from floor. Teeter board 62 in. long. Brightly enameled finish. One or two can play.

79 N 07146L—Shpg. wt. 10 lbs. .... \$5.49



### Merry-go-round

Chrome alloy hardened steel ball pivot for a smooth ride. Whirls around by push pull action on handles, legs. One or two can ride. Has rubber grips, convenient footrests. Shaped seats 17 in. from floor. Tough steel frame about 5 ft. wide.

79 N M7276—Shpg. wt. 37 lbs. .... \$21.88



### Vinyl Western Teepee

Four air cushion plastic tubes inflate by mouth to form 36-in. square base. Each tough, cushiony tube inflates separately, is about 3½ in. thick when inflated. Plastic cross straps hold the 3-section 38-in. center pole. Flag on top.

49 N 7235—Folds. Wt. 3 lbs. .... \$4.79





### LOOK, BOYS!

A real built-in compass shows directions at a glance... also handy belt clip

\$1.59

### Chrome-plated Scout Light with Compass and Flasher... ideal for camping, hiking!

500-ft. beam Spotlight, PLUS special features for scouting: (1) Switch has Flasher Button for code signalling. (2) Accurate Compass in end of polished chrome-plated solid brass case. (3) Belt Clip, handy because it leaves both hands free. Silver-plated reflector. Plastic lens. Length 6 $\frac{3}{4}$  in. With bulb and two 34 N 4650 batteries. Attractively boxed. 34 N 4444—Complete. Shpg. wt. 15 oz. \$1.59



\$1.20

### "Trail Blazer"

Bright red steel case with "Pony Express Rider" trim. 300-ft. beam adjusts for Spotlight or Floodlight. Carry lantern or fasten it to belt or bike. Case measures 2 $\frac{3}{4}$ x2 $\frac{1}{2}$ x4 in. With bulb and two 34 N 4650 standard-size flashlight batteries. Shpg. wt. 1 lb. 3 oz. 34 N 4801—Complete. \$1.20



### Head Lantern

For Spot or Floodlight. Fastens to head with adjustable strap, clips to belt or bike. 2x4-in. case fits pocket. Leaves hands free. Fine toy for youngsters... a hunting, fishing light for boys or men. With bulb and four standard 34 N 4650 batteries. Wt. 2 lbs. 6 oz. 34 N 4804—Complete. \$3.50



45c

### "Camera" Light

Tiny Toy Flashlight thrills youngsters! PRESS BUTTON... IT CLICKS... IT LIGHTS!

Looks like small candid camera—light clicks "on" when you press the button, stays on until you release button. (Takes no pictures.) Red or blue plastic, 1 $\frac{1}{4}$ x2 $\frac{3}{4}$ x $\frac{9}{16}$  inches. Carrying strap. Fits neck. With bulb and battery. Shpg. wt. 2 oz. 34 N 4443—State color... 45c 34 N 4661—Extra battery for above. Shpg. wt. 1 oz. Ea. 6c



49c

### Tiny "Television"

A Realistic Toy for doll house, playtime! IT TURNS ON... PICTURE LIGHTS UP!

Realistic Screen 1x $\frac{7}{8}$  in. lights up when you flip the switch... shows picture of hard-riding cowboy! Brown plastic cabinet case 2 $\frac{3}{4}$ x1 $\frac{1}{2}$ x2 $\frac{3}{4}$  in. high. With bulb and battery. Will delight every child on your Christmas list! 34 N 4501—Shpg. wt. 3 oz. 49c 34 N 4659—Extra battery for above. Wt. 2 oz. 2 for 23c



Bright RED side beam

Folding bracket forms a stand

\$1.89

### NEW! "Red Head"

Motorist's Safety Light with Stand

Clear 500-ft. beam ideal for making repairs, PLUS a red safety signal side beam. Adjustable bracket holds light, points it where needed. 8 inches long. With two 34 N 4650 batteries. Wt. 15 oz. 34 N 4418... \$1.89

# Roy Rogers

## SIGNAL LIGHT with BUILT-IN SIREN

W-H-E-E

Blow-Siren is built into metal end-cap

98c

Flasher Button for signalling

You get the Morse Code

You get Roy Rogers Code

Red Ring for danger signal

### BOYS! GIRLS! Join the Roy Rogers Deputy Club

#### Big 2 $\frac{1}{4}$ -inch Special Deputy Badge Included

A 4-IN-1 hit for Roy Rogers fans! Flashlight, embossed silver-color pin-clasp Star Badge, Morse Code and Roy Rogers Secret Code all packed in gay 4-color box, ready for Christmas ribbon!

Flashy and Colorful. 4-color picture in blue, brown, red, and green of Roy Rogers and his horse "Trigger" lithographed on the steel case.

Pre-focused Spotlight has 500-ft. beam... Red Plastic Head lights up around rim for danger signal. Siren end-cap is polished metal. 3-position switch has Flasher button for code signalling. Plastic lens. Length 6 $\frac{3}{4}$  in. Bulb and two 34 N 4650 standard leakproof batteries included. 34 N 4422—Complete. Shpg. wt. 12 oz. 98c



### Homart Flashlights for men, boys and children, too

- A** Our finest! Two-tone brushed and polished chrome plated over solid brass! Spotlight PLUS floodlight, with switch-controlled focus. Shatterproof Lucite lens. Spare bulb carrier. With bulb; 34 N 4650 batteries. 34 N 4450—2-battery size... 1000-ft. beam. Length 8 $\frac{1}{4}$  in. Shpg. wt. 9 oz. \$1.79 34 N 4451—3-battery size... 1500-ft. beam. Length 10 $\frac{1}{4}$  in. Shpg. wt. 12 oz. \$2.09
- B** Long-range Searchlights with wide-beam 3 $\frac{1}{2}$ -in. head for hunting, fishing. Flasher button. Chrome-plated steel. Shatterproof lens. Ring hanger. Bulb; 34 N 4650 batteries. 34 N 4469—3-battery size... 1250-ft. beam. Length 10 in. Shpg. wt. 1 lb. 7 oz. \$1.55 34 N 4470—5-battery size... 1500-ft. beam. Length 14 $\frac{1}{4}$  in. Shpg. wt. 2 lbs. 4 oz. \$2.29
- C** Spotlights with 2 $\frac{1}{4}$ -in. head plus flasher button. Chrome-plated steel case. Plastic lens. Ring hanger. Spare bulb carrier. With bulb and 34 N 4650 standard batteries included. 34 N 4459—2-battery... 500-ft. beam. 7 $\frac{3}{4}$  in. Wt. 14 oz. \$1.39 34 N 4483—3-battery... 1000-ft. beam. 9 $\frac{1}{4}$  in. Wt. 1 lb. 3 oz. \$1.49
- D** Compact Signal Flashlight... 400-ft. beam, plus flasher, plus red plastic head ring. Polished aluminum; red trim. With bulb and two 34 N 4650 standard batteries. Length 7 in. 34 N 4445—Shpg. wt. 11 oz. 79c
- E** Leakproof Batteries. Standard 1 $\frac{3}{4}$ -in. diam. Wt. 4 oz. 34 N 4650—2 for 23c. 6 for 63c Penlight Batteries. 3 $\frac{1}{2}$ -in. diam. Not leakproof. Wt. 1 oz. each. 34 N 4653—Each 8c. 6 for 40c
- F** Penlight with pocket clip. 2-tone brushed-polished chrome. 5 $\frac{1}{2}$  in. Lock-switch. Bulb; two 34 N 4653 batteries. 34 N 4506—Shpg. wt. 3 oz. 77c
- G** Key-chain Light. Red, blue, or green. Chrome ends. 3 $\frac{3}{4}$  in. Lock-switch. Bulb; one battery (34 N 4653). Wt. 4 oz. 34 N 4508—State color... 59c

### NEW! Homart "BRITE BEAM" Lantern

#### Waterproof! Rustproof! 3500-ft. Beam!

The greatest lantern value ever because it's the first SEALED BEAM unit we've seen offered anywhere near this price

\$5.95

Sealed Beam Unit, same type as automobile headlights, burns at full brightness up to 50% longer than ordinary lanterns, and does it on just one 69c battery (34 N 4702), included. Beam is brighter, longer, clearer... and stays 100% bright for entire life of lamp because it's hermetically sealed.

Swivel head with 4-in. glass lens adjusts full 120° up and down—lights up the most inaccessible places. Wonderful for hunting, fishing, scouting... and as auto trouble light.

Rustproof case is polished aluminum. About 8x7 $\frac{3}{8}$ x4 $\frac{1}{4}$  inches. overall. UL approved switch is at your thumb tip. 34 N 4828—With bulb and battery. Shpg. wt. 3 lbs. 12 oz. \$5.95 34 N 4702—Replacement Homart Lantern Battery for above. Measures 2 $\frac{5}{8}$ x2 $\frac{5}{8}$ x4 in. Shpg. wt. 1 lb. 6 oz. 69c



K PAGE 239



## Fun-packed Activity Books

- For rainy days! Keep youngsters busy for hours
- For convalescent periods when days are long and slow

## Sears Special for Christmas!

- The perfect answer when children ask the question. "Mother, what's there to do?"... Activity books are educational as well as entertaining



### GOOD . . 10 Play Books

No one with small children should ever be without at least one box of Activity Books. They are a wonderful help in keeping boys and girls happily occupied during convalescent periods or on rainy days. Watch them sit occupied for hours. This big 7½x11¼-inch box contains 10 big assorted activity books, each 6½x11-in. with 16 pages. 2 magic coloring books, 2 follow-the-dots, 2 books of puzzles, an ABC book, coloring book, drawing and coloring book, a number book. Larger and more elaborate boxes described at right.

**63c**

Ages 4 to 9

3 N 1868—Shpg. wt. 1 lb. 2 oz. . . . Box 63c

### BETTER . . 15 Activity Books

Here's a really tremendous value . . . enough books to keep the children interested for hours and hours, at just a fraction over 6c apiece! Each 8½x11¼-inch book has approximately 20 pages, jam-packed with games and fascinating things to do. The assortment includes 2 Wet-A-Brush books that bring out colors, 7 activity books with tracies, 3 beautiful coloring books and 3 Follow-the-Dot books that amaze and delight children when they connect the dots. All books are different—no two alike. A wealth of play ideas and educational fun for quiet playtimes and convalescent periods. And at less than 7c per book, it's really a thrifty buy!

**97c**

Ages 4 to 8

3 N 1869—Shipping weight 2 pounds. . . . . Box 97c

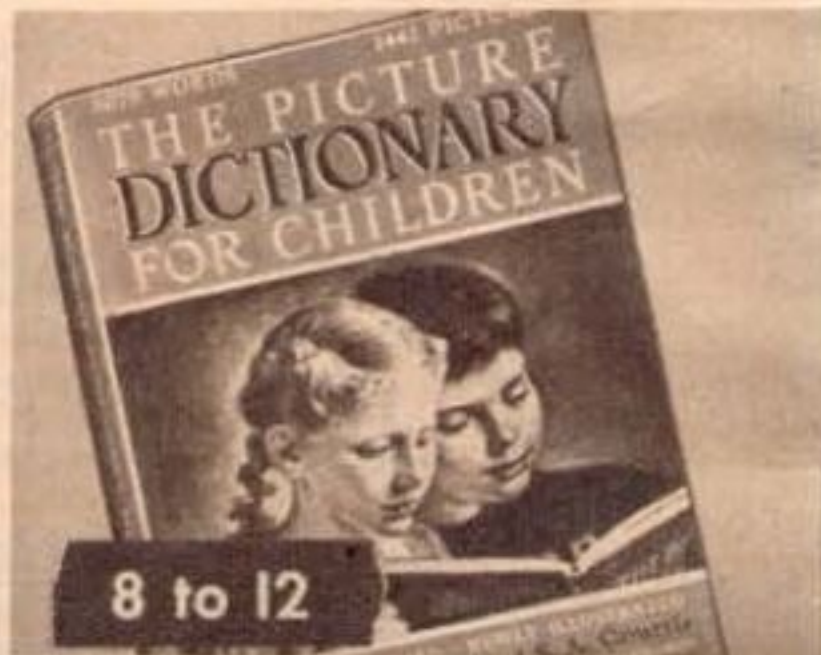
### BEST . . 20 big Activity Books

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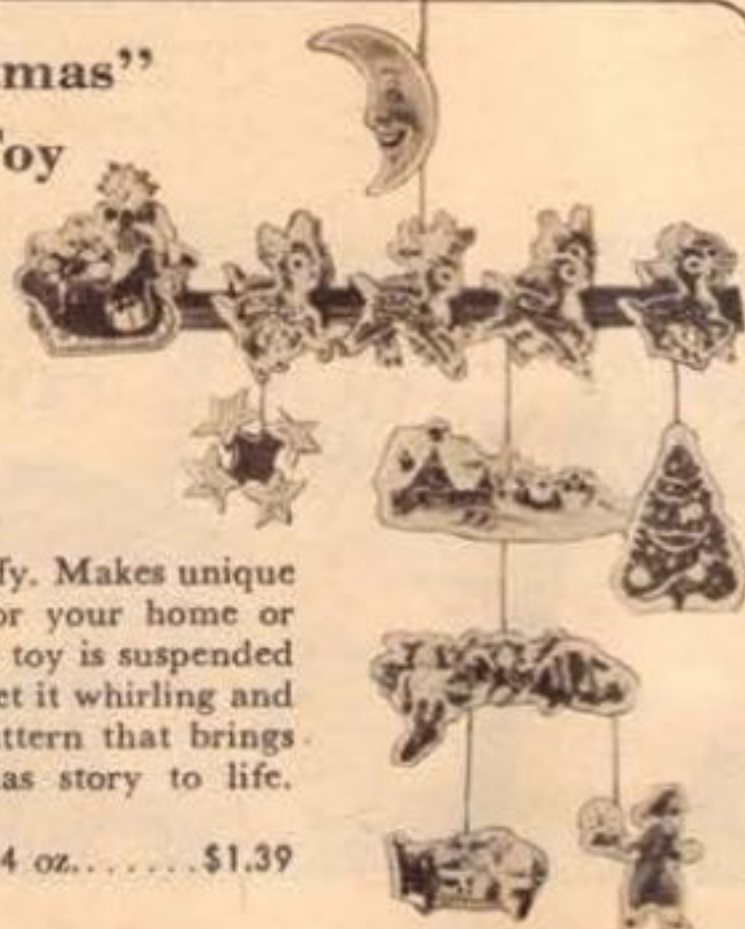
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